BUSINESS MAJOR (A.A.)

Purpose
Liberty University's Associate of Arts in Business program is an introductory program designed to develop your competencies in business administration. You will develop proficiency in communication and computer application skills in order to evaluate and synthesize common management problems. You will also learn to identify, analyze, and appropriately deal with management ethical dilemmas from a sound moral and biblical perspective, utilizing critical thinking and problem-solving skills to formulate solutions.

Program Learning Outcomes
The student will be able to:
1. Demonstrate competence in core business principles and strategies.
2. Communicate effectively using appropriate research style and methods.

Program of Study

Delivery Format: Online Only
- Business (A.A.) - Online

Career Opportunities
- Management
- Statistics/ Research
- General Business

Courses

BUSI 101 Introduction to Business 3 Credit Hour(s)
The student will study all of the major aspects of operating a modern business. Emphasis is given to business practice for both small business and large corporate enterprises.
Offered: Resident and Online

BUSI 200 Enterprise Business Applications and Communications 3 Credit Hour(s)
This course examines the design, selection, implementation and management of enterprise Business solutions. The focus is on identifying critical business processes and envisioning how technology can be developed to provide solutions which generate competitive advantage. Students learn how applying frameworks and strategies around the Business Process and Organization Strategy provide a competitive advantage. Topics include MIS and IT fundamentals, Information Systems Management and Using Enterprise Business Applications for competitive advantage. The course also includes a component for Technical Writing for Information Systems. (Formerly ISYS and CMIS 110) (Crosslisted with BMIS 200)

BUSI 201 Intermediate Business Computer Applications 3 Credit Hour(s)
Prerequisite: INFT 110 or INFT 111 or (INFT Excel Test with a score of 5 and INFT PowerPoint Test with a score of 5 and INFT Word Test with a score of 5)
This laboratory experience offers the student a hands-on introduction to an electronic spreadsheet, a database program, and a presentation program. Upon this foundation, intermediate database and intermediate and advanced spreadsheet skills are taught. Throughout the course, there is an emphasis on the integration of the applications as they are applied to personal and organizational tasks. This course provides the IT foundations that are applicable for all curriculums. (Formerly ISYS/CMIS 201)
Offered: Resident and Online

BUSI 223 Personal Finance 3 Credit Hour(s)
Budgets, borrowing funds, stock ownership, savings, real estate as investments, and related tax matters are among the topics covered.
Offered: Resident and Online

BUSI 230 Introduction to Probability and Statistics 3 Credit Hour(s)
Resident Prerequisite: Placement Score-Math with a score of 075 or (CLST 103 and Assessment - Mathematics with a score of 23 and Assessment - Mathematics II with a score of 15) or MATH 108 or MATH 110 or MATH 115 or MATH 121 or MATH 126 or MATH 128 or MATH 131 or MATH 1XX or MATH 2XX
Online Prerequisite: Placement Score-Math with a score of 75 or (CLST 103 and Assessment - Mathematics II with a score of 15 and Assessment - Mathematics with a score of 23) or MATH 108 or MATH 110 or MATH 115 or MATH 121 or MATH 126 or MATH 128 or MATH 131 or MATH 1XX or MATH 2XX
Introduction to descriptive statistics and probability, probability distributions, estimation, tests of hypotheses, chi-square tests, regression analysis, and correlation with applications in business and science. (Crosslisted with MATH 201)
Offered: Resident and Online

BUSI 240 Organizational Behavior I 3 Credit Hour(s)
This introductory course in organizational behavior integrates the management and behavioral principles, techniques, and concepts associated with the productivity of organizational resources. It focuses on human behavior in organizations and is primarily concerned with improving organizational efficiency and effectiveness through increased understanding of the behavior of people at work.
Offered: Resident and Online

BUSI 297 Seminar 1-3 Credit Hour(s)
Elective course covering various basic areas common to most businesses and organizations. May be repeated when topics differ. Open to all students; pass/fail graded.
Offered: Resident

BUSI 299 Internship 0 Credit Hour(s)
Directed applicable work experience under supervision of the Director of Business Internships and a business manager/ professional in the student's area of interest. Application processed through the Career Center. Must apply semester prior to internship.
Registration Restrictions: Sophomore status, 2.00 GPA, two courses in major, declared major, not more than one CSER behind
Offered: Resident and Online
BUSI 300  Business Communications  3 Credit Hour(s)
Essential to all business professionals is a sound understanding of the theories and practice of organizational communication. This dynamic course presents the fundamentals of written, verbal, nonverbal, and technological communication.
Offered: Online

BUSI 301  Business Law  3 Credit Hour(s)
Designed to increase the understanding of the American legal system and those legal principles which apply to the business environment. Business organizations, torts, contracts, employment relationships and issues, intellectual property, and international law are among the topics discussed.
Registration Restrictions: Sophomore status
Offered: Resident and Online

BUSI 302  Legal and Ethical Issues in Healthcare  3 Credit Hour(s)
Explores legal and ethical issues encountered in the provision and delivery of healthcare products and services. Topics explored include, but are not limited to, introduction to healthcare law and ethics, making ethical decisions, contracts, medical records and informed consent, privacy law, and HIPAA.
Offered: Online

BUSI 303  International Business  3 Credit Hour(s)
An introduction to the field of international business. Topics to be covered include: country differences in political economy and culture; cross-border trade and investment; the global monetary system; global strategy; global market; and product development; global operations management; and global human resources management.
Offered: Resident and Online

BUSI 304  Introduction to Health Policy  3 Credit Hour(s)
Examines procedures of how healthcare policy is developed at the federal and state levels. This course examines policy decisions and related issues that shape the healthcare organization, financing, and implementation of healthcare services and delivery systems. Ethical, social, and political issues that affect the provision of healthcare services will be evaluated.
Offered: Resident and Online

BUSI 310  Principles of Management  3 Credit Hour(s)
Management requires a balance between social (people) and technical (quantitative) perspectives, as well as between efficiency and effectiveness. This course emphasizes the application of these perspectives in each of the planning, organizing, leading and controlling functions.
Offered: Resident and Online

BUSI 311  Introduction to Healthcare Administration  3 Credit Hour(s)
Explores the field of healthcare management related to the global healthcare system. Topics explored include, but not limited to, a historical overview, theoretical foundations, and history and major characteristics of development. Addresses the application of managerial concepts and practices to healthcare organizations exploring healthcare provider types, cost, access and quality of care, and the future of health services delivery.
Offered: Online

BUSI 313  Foundations of Project Management  3 Credit Hour(s)
This course introduces the student to the field of modern project management and the fundamental processes of initiating, planning, executing, monitoring, controlling and closing projects. Students will learn the inputs and outputs and the tools and techniques of: defining the project, estimating project times and costs, developing project plans, managing risk, scheduling resources and their costs, reducing project duration, progress and performance measurement and evaluation and project closure. (Previously BUSI 413)
Offered: Resident and Online

BUSI 320  Corporate Finance  3 Credit Hour(s)
Prerequisite: ACCT 212
A study of the financial forms of business organization, with special attention to the corporation and its advantages and disadvantages; capital stocks and bonds; budgeting; dividend policy; failure and reorganization; financial accounting; and cash flows.
Registration Restrictions: Junior status
Offered: Resident and Online

BUSI 321  Money and the Financial System  3 Credit Hour(s)
Prerequisite: ECNC 214 or ECON 214
This course covers the structure and operation of the U.S. and international financial systems, functions of the Federal Reserve, monetary theory, and the impact of monetary policy on financial markets and the economy.
Offered: Resident and Online

BUSI 323  Financial Analysis and Management in Healthcare  3 Credit Hour(s)
Focused on exploring the concepts of financial management in healthcare this course will explore topics related to the revenue cycle, disbursement, budgeting/forecasting, internal control, financial reporting, and contract management aspects of the healthcare organization. Differences between the goods and service industries will be explored. This course will also survey the pros and cons of a single payer system.
Offered: Online

BUSI 330  Principles of Marketing  3 Credit Hour(s)
The study of the system of activities that constitutes marketing with emphasis on the principles, policies and strategies utilized to identify and satisfy the needs and wants of consumers. The universal application of marketing in all forms of organizations is stressed.
Offered: Resident and Online

BUSI 331  Marketing Research  3 Credit Hour(s)
Prerequisite: BUSI 330 and (MATH 201 or BUSI 230)
This course will provide students with an overview of qualitative and quantitative marketing research methods. Students will identify and apply appropriate research methods to support evidence-based decision-making.
Offered: Resident and Online

BUSI 332  Consumer Behavior  3 Credit Hour(s)
Prerequisite: BUSI 330
Students in this course demonstrate their knowledge of consumer acquisition, consumption, and disposal of products and services. Students analyze buyer behavior of individual consumers, business, and governments and evaluate the influence that demographics, popular culture, and subcultures have on consumer behavior.
Offered: Resident and Online
BUSI 333 Business Analytics I 3 Credit Hour(s)
Prerequisite: BUSI 201 and (BUSI 230 or MATH 201)
This course introduces major topics in business analytics, with an emphasis on descriptive analytical techniques and theory. Students will explore methods of data collection and analysis in gaining an understanding of variation and its impact on the business setting.
Offered: Resident and Online

BUSI 334 Business Analytics II 3 Credit Hour(s)
Prerequisite: BUSI 333
This course continues the exploration of major topics in business analytics, with an emphasis on prescriptive and predictive analytics.
Offered: Resident and Online

BUSI 335 Leading Change 3 Credit Hour(s)
A review of the concepts and practices of planning for and leading effective change. Students will evaluate personal and organizational approaches to change in order to identify requirements, plan and implement change.
Offered: Online

BUSI 336 Introduction to Entrepreneurship 3 Credit Hour(s)
An overview course in the principles of establishing an entrepreneurial venture for either a for-profit enterprise or a non-profit organization.
Registration Restrictions: Sophomore status
Offered: Resident and Online

BUSI 338 Developing Entrepreneurial Opportunities 3 Credit Hour(s)
Prerequisite: BUSI 336
A course that expands on the principles of how to develop a business opportunity that brings value to the marketplace.
Offered: Resident and Online

BUSI 341 Database Concepts for Analytics 3 Credit Hour(s)
Prerequisite: BUSI 333
This course will explore the fundamentals of relational databases as they relate to business analytics, including normalization, data modeling, and Structured Query Language to extract meaning from data for decision making. The topics of data quality and integrity will be considered, as well as the impact of big data on analytics and the traditional relational database model.
Offered: Resident and Online

BUSI 342 Human Resource Management 3 Credit Hour(s)
Introduces the student to the human resources/personnel functions. Topics covered include: recruitment, assessment, compensation, motivation, appraisal, development, legal environment, labor relations, employee relations, etc. Emphasis on how managers can deal with and utilize the human resources function.
Offered: Resident and Online

BUSI 343 Employee and Labor Relations 3 Credit Hour(s)
Prerequisite: BUSI 342
A comprehensive study of collective bargaining; the negotiation process and the scope of labor contracts to include the day-to-day administration of contracts; the major substantive issues in bargaining to include their implication for public policy; and the problem of dealing with labor conflict.
Offered: Resident and Online

BUSI 344 Management of Human Resources and Health Professionals 3 Credit Hour(s)
Online Prerequisite: BUSI 302 or (BUSI 304 and BUSI 311)
Explores managing human resources in the context of the healthcare organization. Focuses on applying human resource management concepts (i.e. but not limited to: recruitment, compensation, motivation, performance and talent management) in the management of human capital within the healthcare setting.
Offered: Online

BUSI 345 Leadership Theory and Practices 3 Credit Hour(s)
An evaluation of the inter-relatedness of the followership and servant leadership is reviewed on how those traits are imperative to be an effective leader.
Offered: Online

BUSI 350 Business Information Processin 3 Credit Hour(s)

BUSI 351 System Analy/Design Comp Info 3 Credit Hour(s)

BUSI 352 Financial and Retirement Planning 3 Credit Hour(s)
This course is designed to provide an overview of the financial planning process with specific emphasis of retirement planning. Topics discussed will include: client/planner interactions; time value of money applications; personal financial statements development and assessment; cash flow and debt management; asset acquisition; education planning; planning elements of risk management; investment planning; and retirement planning; special needs planning review; integrating planning recommendations; financial planning ethics review; overview of practice management concepts.
Offered: Resident and Online

BUSI 354 Estate Planning 3 Credit Hour(s)
Estate Planning focuses on the efficient conservation and transfer of wealth, consistent with the goals of a financial planner's clients. It is a study of the legal, tax, financial and non-financial aspects of this process, covering topics such as: trusts, wills, probate, advanced directives, charitable giving, wealth transfers, and related taxes.
Offered: Resident and Online

BUSI 356 Contemporary Issues in International Business 3 Credit Hour(s)
Prerequisite: BUSI 303
An analysis of current global developments and rapid change in areas that have the potential for an impact on the international business environment. Attention is given to the use of techniques for identifying and researching significant issues, extrapolating probable outcomes, and developing strategic responses. Corporate and entrepreneurial perspectives are considered.
Offered: Resident and Online

BUSI 365 Global Industries and Operations 3 Credit Hour(s)
Prerequisite: BUSI 303
An introduction to the organizational and operational dynamics of the various global industries and their rapidly growing importance to the world's national economics and governments. Various aspects of the industries will be explored.
Offered: Resident and Online
BUSI 370 Dynamics of the American Automotive Dealership Industry 3 Credit Hour(s)
Resident Prerequisite: ACCT 211
Online Prerequisite: ACCT 211 and BUSI 310
An overview course in the Automotive Dealership Management Concentration that provides the foundation for understanding management principles that lead to successful dealership operations.
Offered: Resident and Online

BUSI 372 Marketing and Sales 3 Credit Hour(s)
Resident Prerequisite: BUSI 370
Online Prerequisite: BUSI 330 and BUSI 370
A study of the marketing and sales roles and responsibilities with application in an automotive industry.
Offered: Resident and Online

BUSI 376 Legal, Finance, and Insurance 3 Credit Hour(s)
A study of the financial impact of automotive dealership legal issues, cash flow, accounting principles, and insurance policies. The focus will be from the perspective of (a) the consumer, (b) the dealership, and (c) the industry.
Offered: Resident and Online

BUSI 380 Principles of Real Estate 3 Credit Hour(s)
Prerequisite: BUSI 320
This course provides a comprehensive overview of the principles, practices, legal aspects, and ethical dimensions associated with residential and commercial real estate. This includes ownership and leasing concepts; property rights, property management, appraisals, financing, and land development.
Offered: Resident and Online

BUSI 390 Business Common Professional Components 3 Credit Hour(s)
This course is designed to meet the common professional component for the Accreditation Council of Business Schools and Programs (ACBSP). Students in business-related programs need to attain general business competencies such that they may be better suited to understand the business environment. This course allows students to attain the minimal competencies required by ACBSP such that their degrees are accredited as business-related programs. Covers 20 hours of the Common Professional Core.
Offered: Online

BUSI 397 Constructn Project Supervsn Lab 1 Credit Hour(s)
Prerequisite: CRFT 101
Offered: Resident

BUSI 400 Strategic Planning/Business Policy 3 Credit Hour(s)
Prerequisite: BUSI 301 and BUSI 303 and BUSI 310 and BUSI 320 and BUSI 330 and (BUSI 340 or BUSI 240) and BUSI 342
This capstone course for all business majors seeks to integrate the concepts, techniques, and knowledge of all areas of business administration. Its focus is strategic management which is studied in theory and then rigorously applied. This course is designed for final semester seniors.
Registration Restrictions: Senior status (at least 90 credits) and completion of all 300-level Business courses
Offered: Resident and Online

BUSI 405 Business and Economic Forecasting 3 Credit Hour(s)
Prerequisite: MATH 201 or BUSI 230
This course covers methods of collecting data, discovering data patterns, and selecting appropriate forecasting techniques. Time series and regression forecasting techniques are introduced.
Offered: Resident and Online

BUSI 409 Non-Profit Management 3 Credit Hour(s)
Management principles and techniques for the administration of a non-profit organization, including churches, charities, hospitals, and government organizations.
Offered: Resident and Online

BUSI 411 Operations Management 3 Credit Hour(s)
Prerequisite: (MATH 201 or BUSI 230) and BUSI 201 and (BUSI 310 or BUSI 311 or ACCT 311)
A study of the challenges and opportunities facing managers of the operational functions of business, the value added areas where resources are transformed into goods and services. The wide ranging implications and applications of the concept of employee/team driven, customer-centered continuous improvement will be examined, as well as Total Quality Management principles. The study of operations management will involve some complexity as various quantitative management tools are examined and applied.
Offered: Resident and Online

BUSI 414 Project Management I 3 Credit Hour(s)
Prerequisite: BUSI 313
This course provides focused instruction in the first five (of nine) project management competencies as delineated in the Project Management Institute's Body of Knowledge (PMBOK): Project Integration Management, Project Scope Management, Project Time Management, Project Cost Management, and Project Quality Management. Students will apply processes to ensure project coordination, plan development processes, project plan execution processes and integrated change control processes.
Offered: Resident and Online

BUSI 415 Project Management II 3 Credit Hour(s)
Prerequisite: BUSI 313
This course provides focused instruction in the final four (of nine) project management competencies as delineated in the Project Management Institute's Body of Knowledge (PMBOK): Project Human Resource Management, Project Communications Management, Project Risk Management, and Project Procurement Management. The course will provide students with processes to review organizational and human resource structures to develop and manage project teams; identify, analyze, plan for and respond to project risk; identify and acquire goods and services to implement and complete project plans; and, identify stakeholders, plan communications, and distribute information.
Offered: Resident and Online

BUSI 416 Leading Global Projects 3 Credit Hour(s)
Prerequisite: BUSI 313
This course provides instruction in global project management with emphasis on the integration of the interconnected themes of strategic project management, cross-cultural effectiveness, and project leadership.
Offered: Resident and Online

BUSI 417 Studies in Information Security 3 Credit Hour(s)
BUSI 417/CSCI 340/BMIS 340 - Studies in Information Security (3 hours) This course introduces the basic issues and principles of information system security such as security policies, their mechanisms of implementation, means attackers use to circumvent these protections, and defenses against these attackers. (Formerly ISYS 340)
BUSI 418 Research and Evidence Based Practice in Healthcare 3 Credit Hour(s)
Explores the practice of evidence-based management relative to healthcare decision making and support. Topics explored include but not limited to: evolution of evidence-based healthcare, locating and evaluating evidence, developing the capacity of healthcare managers to utilize evidence in decision making, and evidence-based healthcare in the 21st century.
Offered: Online

BUSI 419 Management of Quality Improvement and Outcomes 3 Credit Hour(s)
Addresses the manager's role in improving healthcare quality and outcomes, including clinical and organizational improvement, technology assessment, and quality improvement practices. This course examines how improved work processes lead to quality improvement and value creation in the healthcare organization. Students will explore the contribution of operations research and quality management to improve delivery and production of healthcare services and business processes from the perspective of the healthcare professional.
Offered: Online

BUSI 420 Investments 3 Credit Hour(s)
Prerequisite: BUSI 320
A survey of corporate securities, financial securities, security markets, investment and portfolio analysis and administration. Investment companies, commodity markets and the stock exchange are also examined.
Offered: Resident and Online

BUSI 421 Insurance Planning/Risk Management/Employee Benefits 3 Credit Hour(s)
This course will cover the concepts and tools used in Insurance Planning, Risk Management and Employee Benefits. All three are important parts of a holistic financial plan.
Offered: Resident and Online

BUSI 422 Real Estate 3 Credit Hour(s)
Prerequisite: BUSI 301 and BUSI 320
An overview of real estate brokerage, property rights, transfer mechanisms and documents, property evaluation, finance, investments, and property management.
Offered: Resident and Online

BUSI 423 Franchising 3 Credit Hour(s)
Franchising is a major form of business ownership and a strategy for growing ventures. This course examines franchising from both the perspective of the entrepreneur as a franchisee and as a franchisor. Topics will include selecting a franchise, developing a franchised business model, and legal issues associated with the franchised relationship.
Offered: Online

BUSI 424 E-Commerce 3 Credit Hour(s)
This course explores how the Internet has revolutionized the buying and selling of goods and services in the marketplace. Topics include: Internet business models, electronic commerce infrastructure, designing on-line storefronts, payment acceptance and security issues, and the legal and ethical challenges of electronic commerce.
Offered: Online

BUSI 425 Family Business Management 3 Credit Hour(s)
This course explores the unique personal, interpersonal issues, and business issues associated with the family-owned and managed firm. Topics include challenges and opportunities for family businesses, the dynamics of family interactions within the family business culture, conflict resolution, estate planning, and succession planning.
Offered: Resident and Online

BUSI 427 Team Dynamics 3 Credit Hour(s)
Online Prerequisite: BUSI 240 or BUSI 340
The dynamics of building a highly functioning team in order to accomplish a goal. Examination of how to choose team members and how to manage the team to deliver successful results.
Offered: Online

BUSI 428 Strategic Management and Marketing in Healthcare 3 Credit Hour(s)
Online Prerequisite: BUSI 344 and BUSI 418
Focused on increasing organizational effectiveness and efficiency through strategic planning, students will develop an understanding of the strategic planning process and marketing from a healthcare perspective. Topics explored include but not limited to: importance of strategic planning in healthcare, internal and external environmental assessment, marketing healthcare services, strategy formulation, implementation, and long-term control.
Offered: Online

BUSI 429 Healthcare Economics 3 Credit Hour(s)
Explores how principles of economic analysis can be applied to the field of healthcare. This course will explore how healthcare economics is unique through an exploration of healthcare markets (including supply, demand, production, and costs) and how cost benefit analysis is performed when the output presents challenges for measurement.
Offered: Online

BUSI 430 Promotion Strategy 3 Credit Hour(s)
Online Prerequisite: BUSI 330
This course is open to students who desire to understand the function of Promotion within a company's Integrated Marketing Communications (IMC) plan. Emphasis is on planning, creating, and evaluating advertising, sales promotion, and publicity strategies to communicate most effectively across the optimum blend of media channels.
Offered: Online

BUSI 431 Sales Management and Professional Selling 3 Credit Hour(s)
Prerequisite: BUSI 330
This course presents each component of the sales cycle in a business-to-business selling environment. Students will master models for initiating sales contacts, identifying and defining prospect's needs, and presenting and gaining commitment for a proposed solution.
Offered: Resident and Online

BUSI 432 Retail Management 3 Credit Hour(s)

BUSI 433 Marketing Management 3 Credit Hour(s)
Online Prerequisite: BUSI 331
Advanced study of the role and responsibilities of marketing executives. Emphasis will include: analysis of marketing opportunities and problems; planning of objectives and strategies; development of organizational structure, policies, implementation, and control; and evaluation of marketing programs.
Registration Restrictions: Senior Status
Offered: Online

BUSI 434 International Business 3 Credit Hour(s)
BUSI 342 Digital Marketing in a Virtual World 3 Credit Hour(s)
Prerequisite: BUSI 330
Students explore the principles required to successfully practice marketing in the virtual world of social media and electronic commerce between and among businesses and consumers.
Offered: Resident and Online

BUSI 437 Global Marketing 3 Credit Hour(s)
Online Prerequisite: BUSI 330
This course focuses on the basic theories, concepts, and practices of Marketing in a practical and unique way. This course will delve into: 1) The Culture Environment of Global Markets; 2) Assessing Global Opportunities; 3) Developing Global Marketing Strategies; and 4) Implementing Global Market Strategies.
Offered: Online

BUSI 438 Marketing Brand Management 3 Credit Hour(s)
Online Prerequisite: BUSI 330
Students will learn how an organization’s brand provides a broad definition of its purpose, uniqueness, and its package of products and services. Course topics include channel development, merchandising, marketing, and establishing and delivering the brand promise.
Offered: Online

BUSI 439 Conversion and Optimization 3 Credit Hour(s)
Prerequisite: BUSI 436
This course covers the principles, functions, and techniques of web analytics, site optimization, and conversion strategies related to digital marketing. The information covered in this course will provide students with knowledge of how to successfully reach and influence potential consumers and convert them into customers. The course also covers the financial impact of conversation strategies on the firm.
Offered: Resident and Online

BUSI 440 Compensation Management 3 Credit Hour(s)
Prerequisite: BUSI 342
This course develops the philosophy and fundamental guiding principles for wages and salaries in business institutions. This comprehensive study of compensation management also includes job analysis, administrative job evaluation, basis compensation plans, executive compensation and administrative controls.
Offered: Resident and Online

BUSI 442 Customer Retention Through Digital Marketing 3 Credit Hour(s)
Prerequisite: BUSI 436
The content of this course focuses on digital marketing strategies and techniques necessary for satisfying and retaining customers. In this course, students are presented with information and methods for driving and assessing overall lifetime customer value and resulting financial performance. The course content also encourages students to explore industry trends and their future impact on digital marketing.
Offered: Resident and Online

BUSI 443 Workforce Planning and Employment 3 Credit Hour(s)
Prerequisite: BUSI 342
This course will focus on recruitment, assessment, selection, placement and appraisal issues and methods necessary to align the organizational workforce with the strategic goals of the organization. The laws and guidelines related to the DOL, INS, EEOC, and other legal enforcement agencies as related to the staffing process will be reviewed.
Offered: Resident and Online

BUSI 444 Human Resource Development 3 Credit Hour(s)
Prerequisite: BUSI 342
This course focuses on the design, implementation, and management of employee orientation, career development, and training programs. Human resource development issues examined include strategic training, needs assessment, theories, program design, evaluation, and training methods as well as career management.
Offered: Resident and Online

BUSI 446 Retailing and Category Management 3 Credit Hour(s)
Prerequisite: BUSI 330
From an economic perspective, retailing, and category management represent anywhere from 25-30% of GDP annually. This course integrates retailing and category management into one course. The category management aspects of this course are derived from retail and supply chain perspectives.
Offered: Resident and Online

BUSI 450 Database Management Systems 3 Credit Hour(s)

BUSI 452 Survey Design 3 Credit Hour(s)
Prerequisite: BUSI 331
This course covers important elements for effective survey and questionnaire design. Students will learn how to plan, structure, and write survey material for meaningful market research giving consideration to ethical and social issues. The course will include topics in research techniques and best practices as well as how to use, act on, and follow-up research.
Offered: Resident and Online

BUSI 453 Applied Marketing Analysis 3 Credit Hour(s)
Prerequisite: BUSI 452
Building on knowledge acquired in marketing research, students will assess environmental market conditions. The course will explore principles used in construction, application, and analysis of market research necessary to exercise good judgement and develop action plans for key decision makers. Students will explore, analyze, and offer recommendations regarding market and consumer research through applied projects.
Offered: Resident and Online

BUSI 454 Practical Analytics 3 Credit Hour(s)
Prerequisite: BUSI 334 and BUSI 341
This course provides a hands-on exploration of current business analytical tools including reporting, visualization, and prediction. Analyses will be considered in a real-world context utilizing a variety of data sets and case studies.
Offered: Resident and Online

BUSI 455 Conflict Resolution and Negotiation 3 Credit Hour(s)
Online Prerequisite: BUSI 310
Offered: Online
BUSI 456 Growth Enterprise: Strategy and Planning  3 Credit Hour(s)
**Prerequisite:** ACCT 212 and BUSI 336
A course in the principles of managing a funded startup enterprise through the various stages of growth and the principles of leading a team of employees to achieve organizational desired outcomes.
**Offered:** Resident and Online

BUSI 458 Innovating into Industries and Markets  3 Credit Hour(s)
**Online Prerequisite:** BUSI 336 and BUSI 338 and BUSI 456
A course that applies the general concepts of key success factors for establishing entrepreneurial ventures to the unique characteristics of significant industries and marketspaces.
**Offered:** Online

BUSI 464 International Market Integration and Trade Agreements  3 Credit Hour(s)
**Prerequisite:** BUSI 303
This course examines market and economic integration among countries, including the European Union, the North American Free Trade Agreement, Asia-Pacific Economic Cooperation, Association of Southeast Asian Nations and others. Major emerging market economies will also be surveyed, along with the challenges and opportunities these present to the international business firm.
**Offered:** Resident and Online

BUSI 465 Export Management Strategy  3 Credit Hour(s)
**Prerequisite:** BUSI 303
An overview of international trade theories, policies, instruments and documents that affect the success of U.S. exports. Students are introduced to various resources, private organizations, and government agencies designed to facilitate American export businesses. The tools and methods for establishing a small export business model are examined.
**Offered:** Resident and Online

BUSI 472 Organizational Ethics  3 Credit Hour(s)
**Prerequisite:** BUSI 303
An analysis of the foundation of ethical behavior in business, including an introduction to social graces and the importance of professional image. Emphasis is placed on a comparison between Judeo-Christian and secular ethical paradigms.
**Offered:** Resident and Online

BUSI 474 Fixed Operations  3 Credit Hour(s)
**Prerequisite:** ACCT 212 and BUSI 370
A detailed study of fixed operations within an organization and how they interact with other organizational departments. The focus will be from the perspective of (a) customers, (b) employees, and (c) managers.
**Offered:** Resident and Online

BUSI 476 Variable Operations  3 Credit Hour(s)
A detailed study of variable operations within an organization and how they interact with other organizational departments. The focus will be from the perspective of (a) customers, (b) employees, and (c) managers.
**Offered:** Resident and Online

BUSI 478 Leadership Skills for Franchise Owner  3 Credit Hour(s)
**Prerequisite:** BUSI 372 and BUSI 474 and BUSI 476
Students will combine what they have learned in the cognate with the strategic perspective of an owner in terms of moving the organization forward into the future to satisfy customer needs and to lead employees in a successful enterprise.
**Offered:** Resident and Online

BUSI 480 Principles of Property Management  3 Credit Hour(s)
**Online Prerequisite:** BUSI 380
This course provides a comprehensive overview of the property management industry as it relates to residential, multi-family and commercial properties. This includes the interactions between owners, tenants and property managers as well as associated business and tax implications.
**Offered:** Online

BUSI 481 Real Estate Investment Analysis  3 Credit Hour(s)
**Online Prerequisite:** BUSI 380
This course explores real estate valuation and investment transactions through the lens of capital budgeting techniques. This includes general cash flow considerations and pertinent tax implications associated with real estate investments.
**Offered:** Online

BUSI 482 Real Estate Valuation  3 Credit Hour(s)
**Online Prerequisite:** BUSI 380
This course provides comprehensive instruction related to the valuation and appraisal techniques used for residential and income-producing properties, including the comparable sales approach, the cost approach, and the income approach.
**Offered:** Online

BUSI 489 Capstone in Financial Planning  3 Credit Hour(s)
**Prerequisite:** BUSI 352 and BUSI 320 and BUSI 354 and BUSI 420 and BUSI 421 and ACCT 401
This course will allow the student to create a written financial plan using the knowledge acquired from previous course work in the financial planning classes. The student will use a software package to incorporate all the elements of a successful financial plan for a case study client.
**Offered:** Resident and Online

BUSI 490 Capstone  3 Credit Hour(s)
**Prerequisite:** BUSI 320 and (RSCH 201 or Inquiry Research with a score of 80 or Research with a score of 80 or Research (prior to 2017-2018) with a score of 80)
This course serves as the capstone for all business administration majors. Students integrate the concepts, techniques, and knowledge of the common professional components (CPC) of business administration. Course topics include a review of the CPC, strategic management theory/practices, and business analysis tools. Additionally, the course requires students to undertake a research project that is discipline-specific to strategic management and business decisions within a business environment.
**Registration Restrictions:** Senior status and should be taken in the last semester of coursework
**Offered:** Resident

BUSI 493 Entrepreneur Internship  3 Credit Hour(s)
**Prerequisite:** ACCT 209 and BUSI 336 and BUSI 338
This course covers both cognitive and experiential aspects of entrepreneurship. The prospective entrepreneur will be provided opportunities to develop the skills and tools necessary to effectively analyze opportunities in today's market. The internship will be a supervised field experience at an approved location.
**Offered:** Resident
BUSI 494  Healthcare Administration Capstone  3 Credit Hour(s)
**Online Prerequisite:** BUSI 323 and BUSI 428 and HLTH 485
This capstone course for all healthcare administration majors seeks to integrate the concepts, techniques, and knowledge of all areas of healthcare administration. Its focus is strategic management which is studied in theory and then rigorously applied. This course is designed for final semester seniors.
**Offered:** Online

BUSI 495  Directed Research  3 Credit Hour(s)
Designed to encourage students to broaden their understanding of contemporary business and to give them an opportunity to propose, conduct and report a major piece of individual research in his area of specialization.
**Registration Restrictions:** Written permission of the chairman of the department in area of concentration and consent of instructor
**Offered:** Resident

BUSI 497  Special Topics in Business  3 Credit Hour(s)
Topics will vary and are offered on demand. Course may be repeated for credit when topics differ.
**Offered:** Resident and Online

BUSI 498  Business Practicum  3 Credit Hour(s)
A practical experience provided in an automotive dealership with a minimum of 400 hours per practicum section.
**Offered:** Online

BUSI 499  Business Internship  1-6 Credit Hour(s)
A selected directed practical work experience under the supervision of the Director of the Business Internship program and a business manager/professional in the student's area of career interest. Applications are processed through the department Faculty Intern Advisor. Applicants must apply the semester prior to starting the internship.
**Registration Restrictions:** Junior or Senior standing and required GPA
**Offered:** Online