

# BUSINESS ADMINISTRATION (BU)

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**BU 4850 Introduction to Business (3 credit hours)**

This course provides a survey of basic business practices. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects.

**BU 4866 Marketing (3 credit hours)**

This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision-making.

**BU 4869 Management and Organizational Behavior (3 credit hours)**

This course provides a comprehensive analysis of individual and group behavior in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life. Topics include motivation, rewarding behavior, stress, individual and group behavior, conflict, power and politics, leadership, job design, organizational structure, decision-making, communication and organizational change and development.

**BU 4873 Strategy and Public Policy (3 credit hours)**

Examines the relationship between the roles of business organizations and their relationship to external social environments. Students will demonstrate a proficiency in linking public policy to market failures, equity, and social issues, and explicate the relationship between policy and business activities.

**BU 4876 Management Consulting (3 credit hours)**

This is an applications course exploring the profession of management consulting. The course is designed to provide a framework for understanding the art and science of providing management counsel to client organizations in the public and private sectors.

**BU 4879 Strategic Management (3 credit hours)**

This course focuses on the management of the firm using a strategic perspective. The strategic perspective emphasizes the firm as the unit of analysis (e.g., analyzing how a firm competes in its industry), and it addresses key decisions that have a long-term impact on the structure and performance of the organization (e.g., diversifying into a new business or changing the company's strategy). The course draws heavily on prior business courses in accounting, marketing, finance, and international management.

**BU 4883 Research Methods in Management (3 credit hours)**

This course provides insight into various scientific and methodological approaches as well as practical training in the design and implementation of research projects. Topics of discussion include data collection methods, sampling techniques, survey design, interview techniques, observation methods, analysis, and interpretation.

**BU 4886 Human Resources Management (3 credit hours)**

This course introduces the functions of personnel/human resource management within an organization. Topics include equal opportunity and the legal environment, recruitment and selection, performance appraisal, employee development, compensation planning, and employee relations. Upon completion, students should be able to anticipate and resolve human resource concerns.

**BU 4890 Business Practicum (3 credit hours)**

This course is designed to allow the student to observe the business practices in a real workplace environment. After sufficient observation and training, the student will be given the opportunity to apply various business knowledge in the workplace. Participation in the workplace will be under the coordination of approved leadership and will give opportunity to experience multiple business disciplines covered in the Business Administration program. The student will be evaluated by the company's leadership and the final evaluation for credit by the professor.