

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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**BBA 205. Introduction to Information Systems. 3 Credits.**

This course introduces students to contemporary information systems and how these systems are used in organizations. The focus is on the key components of information systems—people, software, hardware, data and communication technologies—and how these components can be integrated and managed to create competitive advantage. The course also provides an introduction to systems and development concepts, technology acquisition and various types of application software that have become prevalent or are emerging in modern organizations and society.

**Offered:** Every year, Spring

**BBA 210. Globalization and International Business. 3 Credits.**

This course introduces students to issues concerning globalization and international business. Students are introduced to the critical role of foreign exchange and the global monetary system, as well as international trade and the impact of multinational corporations on the globalization process. The role of the business community in reducing the negative effects of globalization while at the same time availing itself of its benefits is considered. Insights are drawn from social sciences disciplines such as economics, political science, sociology and cultural geography.

**Offered:** Every year, Fall

**BBA 215. Financial Accounting. 3 Credits.**

This course introduces students to the purposes of financial statements and the recognition, measurement and disclosure concepts and methods underlying financial statements. Students begin to use and interpret financial statements and the related impact of elementary transactions and events on those statements.

**Prerequisites:** Take MA 107 or higher.

**Offered:** Every year, Fall

**BBA 220. Managerial Accounting. 3 Credits.**

This course provides an introduction to the uses of accounting information by managers for internal reporting and decision making. Students begin to focus on classifying, measuring and analyzing product and service costs for decision making, budget preparation and performance evaluation. Minimum grade for accounting majors B-.

**Prerequisites:** Take BBA 215.

**Offered:** Every year, Fall

**BBA 225. Essentials of Management and Organizational Behavior. 3 Credits.**

This course provides an introduction to the functions and processes of management. It provides a foundation for managerial and entrepreneurial thinking. Emphasis is on the foundations of managing large organizations.

**Offered:** Every year, Fall

**BBA 230. Business Law and Society. 3 Credits.**

The course helps students develop an understanding of the law as an evolving social institution rather than a static body of rules. Students read and interpret legal case reports as a means of keeping abreast of law that affects the business environment. Students learn the economic and social forces that have shaped and are now dictating the evolution of modern contract principles and the Uniform Commercial Code. Ethics and social responsibility are addressed throughout.

**Offered:** Every year, Spring

**BBA 240. Fundamentals of Financial Management. 3 Credits.**

This course introduces students to the theory and practice of financial management. Topics include the uses and valuation of securities, the structure and purpose of capital markets, financial risk, interest rates and yield curves, and corporate financial analysis and decision making.

**Prerequisites:** Take EC 111;

**Offered:** Every year, Spring

**BBA 245. Marketing Principles. 3 Credits.**

This course surveys marketing from the decision-making point of view, with emphasis on the conceptual and analytical components of the subject, and a synthesis of new marketing concepts with economics, behavioral sciences and mathematics.

**Prerequisites:** Take EC 111;

**Offered:** Every year, Summer

**BBA 310. Advanced Business Communications. 3 Credits.**

This course reviews effective communication techniques at the corporate and individual levels. Students are introduced to concepts and best practices, and given a place to practice. Participants have opportunities to practice public speaking in various forms, while also discussing frameworks and the challenges of different types of communication.

**Offered:** Every year, Spring

**BBA 320. Project Management. 3 Credits.**

This course introduces students to the initiation, planning and execution of projects with exposure to critical behavioral issues involving intragroup and intergroup collaboration. Special emphasis is on the use of current project management software.

**Prerequisites:** Take BBA 225.

**Offered:** Every year, Fall

**BBA 330. Digital and Social Media Marketing. 3 Credits.**

This course explores the rapidly evolving digital marketing world with particular emphasis on social media marketing. It examines strategies and tactics that organizations can use to utilize digital and social media as effective marketing tools. The course includes discussions about how to market a business on popular digital and social media sites such as Google, Facebook, Instagram, Youtube, Twitter and Pinterest.

**Offered:** Every year, Spring

**BBA 340. Negotiation and Persuasion. 3 Credits.**

Everyone is involved in some form of negotiation daily, and successful negotiation is critical to success in business. This course is expected to help students hone their negotiation skills, which in turn enables them to achieve their objectives in their professional life and personal lives. Students learn the skills necessary for successfully managing the difficult process of business negotiations, including in a cross-cultural setting, from negotiation preplanning to the agreement signing stage.

**Prerequisites:** Take BBA 210 BBA 215 BBA 225 BBA 240 BBA 245.

**Offered:** Every year, Fall

**BBA 350. Applications of Business Analytics. 3 Credits.**

This course provides an introduction to business analytics. Students receive hands-on experience utilizing data visualization tools to solve business problems and create new business opportunities. Students learn visualization design and evaluation principles to create meaningful displays of quantitative and qualitative data. They learn techniques for visualizing multivariate, temporal, text-based, geospatial, hierarchical and network/graph-based data.

**Prerequisites:** Take BBA 205 and EC 271 or EC 272.

**Offered:** Every year, Spring

**BBA 410. Career Advancement and Organizational Presence. 3 Credits.**

This course provides students with the necessary career management skills to effectively identify, compete for and secure professional career opportunities. Students are provided with an opportunity to learn and develop the necessary skills to engage in life/career planning, career advancement and positive organizational presence.

**Offered:** Every year, Summer

**BBA 420. Corporate Sustainability. 3 Credits.**

This course integrates research in management, economics, and business ethics to understand the moral, economic, and social foundations and consequences of corporate sustainability. In the corporate sustainability perspective, corporations must consider not only growth and profitability, but also the sustainable development of societies and the environment. The course developments insights into this perspective through practitioner-oriented publications, videos, and case studies.

**Prerequisites:** Senior status required;

**Offered:** Every year, Summer

**BBA 440. Change Management. 3 Credits.**

This course examines theoretical concepts and practical techniques of organizational design and change. Students are introduced to principles of managing change in organizations including different thinking styles regarding change management, the basic principles that apply to any complex change process, and practical application on how to work with individuals, teams and organizations to manage change.

**Prerequisites:** Take BBA 225.

**Offered:** Every year, Summer

**BBA 490. Strategic Management. 3 Credits.**

This course allows students to integrate their accumulated knowledge and apply it to issues from a strategic viewpoint. The course focuses on the role of top management and general management formulating, implementing and evaluating business strategy. Strategic issues are looked at in a holistic manner—encompassing all fundamental areas of business.

**Prerequisites:** Take BBA 210 BBA 215 BBA 225 BBA 240 BBA 245;

**Offered:** Every year, Spring