Business

**BUAD 101; 102 Introduction to Business Fall & Spring Semesters; 2; 2**
An introductory overview of business designed to provide first year students who have placed in 000-level English and/or Math a frame of reference for other business classes. The nature of the American business system and free enterprise concepts are analyzed. Also business practices, terminologies and contemporary issues are examined. (Does not apply towards a/n accounting/business major or degree.)

**BUAD 115 Survey of the Business Organization Offered through External Degree only; 3**
A survey of the field of business, including its environment, organization, and management. Students are introduced to current theory, terminology, and techniques in each area.

**BUAD 240 Basic Business Skills II Fall Semester; 3**
Prerequisites: ACCT 212, COMM 105, ECON 265, ECON 266, ENGL 102, and MATH 110 with grades of “C” or higher. Must co-register for CSYS 215 and obtain a grade of “C” or higher. Course builds on the basic communication skills acquired by the student in the prerequisites and applies these skills to a business setting. A variety of types of business writing techniques such as the case analysis, trend analysis, research report, executive briefing, memo, and letter will be explored. In addition, a variety of types of oral business presentation techniques such as the client briefing, committee meeting, and large group presentation will be practiced. Effective layout and design, and use of visual aids will be stressed.

**BUAD 246 Business Research and Communications Offered through External Degree only; 3**
Prerequisite: ENGL 102. Designed to enhance research and writing skills and to help the student develop competency in writing business communications. A research project is required.

**BUAD 283 Business Law Offered through External Degree only; 3**
A survey of those aspects of United States law relevant to the business organization. Topics covered include, but are not limited to: common law and other contracts, negotiable instruments, sales of personal property, secured transactions, the uniform commercial code, agency relationships, partnerships, corporations, wills, securities, and government regulation.

**BUAD 294 Selected Topics in Business Offered as needed; 1-3**
A current topic in business will be explored.

**BUAD 295 Independent Study in Business Offered as needed; 1-3**
Study on an independent basis in collaboration with the instructor on a topic in business at the lower division level.

**BUAD 300 Principles of Entrepreneurship 3**
Prerequisite: MGMT 202 with a grade of “C” or higher. This course provides an introduction to the general theories, principles, concepts and practices of entrepreneurship. Specific areas studied include: generating ideas; recognizing opportunities; feasibility studies, and new venture financing. Guest speakers and practicing entrepreneurs add real world guidance.

**BUAD 305 Business for Non-Business Majors Offered as needed; 3**
Prerequisite: 60 college level credits. Course is designed to familiarize non-business majors, who plan to apply their chosen major in a business setting, with basic business terminology and ways of thinking. Topics may include major functional areas of the business enterprise, the design of business organizations, the impact of the profit motive, basic financial concepts, interpersonal expectations in business groups, and the impact of formal authority structures on the individual. Not open to business majors.

**BUAD 315 Quantitative Methods Spring Semester; 3**
Prerequisites: ACCT 212, COMM 105, ECON 265, ECON 266, ENGL 102, and MATH 110 with grades of “C” or higher. The business decision-making process and the applications of linear equations, linear programming, matrix algebra, probability, minimization and maximization problems, game theory, PERT, inventory models, and introduction to forecasting.

BUAD 320 Business Law Available only through the SGPS; 3
The basics of law as it is relevant to business relationships; contracts, negotiable instruments, agencies, real and personal property, and sales. Particular emphasis will be given to the areas of business law required by the tracks available in the AEP business curriculum: entrepreneurship, finance, and human resources.

BUAD 350 Research Methods Fall Semester, odd years; 3
Prerequisites: MGMT 333 (HR majors) MKTG 210 (Marketing majors) with grades of “C” or higher. Complete coverage of the steps necessary to conduct social science research, including, research designs most commonly used, sample selection, data collection methods, interpretation of results, and a variety of written reports of results. This course will also focus on the statistical tests most commonly used in higher levels of social science research such as z tests, t tests, correlation and regression, analysis of variance, and non-parametric tests. If the student is a Marketing major in the traditional program, it is expected that the research project be completed and presented, both in written and oral form during this course, to a panel of qualified judges.

BUAD 360 Ethics & Professionalism in Accounting/Business Spring Semester; 3
Prerequisites: ACCT 212, FNCE 290, MGMT 202 with grades of “C” or higher. A team-taught course drawing on professors whose educational discipline is ethics or a related area, and Accounting/Business faculty. The first half of the course explores the classic models for analyzing situations and decisions from an ethical perspective. The second half of the course involves case analysis and simulations relative to ethical situations and decisions specific to various areas of business. Areas that will be covered include; the profit motive and the public good, social responsibility in corporations, environmental concerns, consumer and employee relations, confidentiality, whistle blowing, advertising, and hiring practices.

BUAD 370 Decision Sciences Available only through the SGPS; 4
Prerequisites: MATH 110 with a grade of “C” or higher. This course will provide an introduction to the most common mathematical models used in business for the purpose of making management decisions. Topics cover a variety of business areas including forecasting models, project management tools, and simulation modeling used by managers in any functional area, to inventory control and queing theory used in the retail arena, linear programming and transportation models used in the manufacturing sector, and decision models and markov analysis used in the human resource and finance arenas.

BUAD 375 Business Law I Fall Semester; 3
Prerequisites: ACCT 212, COMM 105, ECON 265, ECON 266, ENGL 102, and MATH 110 with grades of “C” or higher. Exploration of the legal environment of business with an emphasis on the legal system, individuals, and property. Topics include an overview of the American legal system, torts, crimes, business ethics, contracts, leases, personal and real property, wills, trusts, and estates.

BUAD 376 Business Law II Spring Semester; 3
Prerequisites: BUAD 375 with a grade of “C” or higher. Exploration of the legal environment of business with an emphasis on business transactions and legal relationships. Topics include agency, partnership, corporations, securities regulation, bankruptcy, negotiable instruments, and employment law.

BUAD 440 Basic Business Skills III Fall Semester; 1
Prerequisite: Must be within two semesters of graduation. Course serves as an introduction to either the first year of graduate school and/or the first year of fulltime work. Expectations of graduate faculty and the first boss will be explored, as well the writing, communication, financial, information search, and social skills
needed by the student to meet these expectations. The student’s resume, interview, and job search skills will be updated.

**BUAD 460 Logistics & Operations Management** Fall Semester, even years; 3
Prerequisites: BUAD 315 and MGMT 202 with grades of “C” or higher. This course provides a study of the business function, both nationally and internationally, involved in the movement and storage of supplies, work-in-progress and finished goods. Topics include: the trade-offs between cost and service and the purchase of raw materials; the warehousing and control of inventory; industrial packaging; materials handling within warehouses; and the distribution of finished goods to customers required to minimize costs, maximize profits or increase customer service levels.

**BUAD 480 Organizational Design** 3
Prerequisites: MGMT 202 with a grade of “C” or higher. This course provides a theoretical knowledge base relevant to organization design problems with an aim to improve organizational effectiveness and functioning. Topics include; organization structure; control and information systems, reward and incentive systems; organization culture; and power and politics. Students will be required to write at least one research paper.

**BUAD 494 Selected Topics in Business** Offered as needed; 1-3
A current advanced topic in business will be explored.

**BUAD 495 Independent Study in Business** Offered as needed; 1-3
Study on an independent basis in collaboration with the instructor at the upper division level.

**BUAD 499 Guided Independent Research Project** Available only through the SGPS; NC
The guided independent research project begins with the first scheduled course and ends with the last. Students select the project in cooperation with an SGPS project advisor. The project may include such items as work-related studies, experimental studies, grant proposals, and planning documents. This research project requires 250 hours of work directly related to the project. A comprehensive project write-up is required. The project receives a letter grade.

**BUAD 555 Decision Science & Statistics for Managers** 3
Prerequisite: Undergraduate course in statistics (MATH 110 in traditional program; BUAD 485, or HCAD 320, or SOSC 350 in AEP) with a grade of “B” or higher. This course introduces the concepts of model building, statistical analysis and its role in rational decision making. Students will acquire knowledge of specific modeling techniques such as decision analysis, linear programming, statistical analysis, and simulation, along with some insight into their practical application. In addition, the student is encouraged to take an analytic view of decision making by formalizing trade-offs, specifying constraints, providing for uncertainty, and performing sensitivity analyses.

Students will learn both the limitations and potential of statistics and how to interpret results. Topics include coefficient evaluation and interpretation, confidence intervals for means and proportions, continuous distributions (especially the normal), descriptive statistics (central tendency, covariance, dispersion, skewness), and regression analysis (indicator variables, model building and evaluation, multicollinearity, omitted variables bias, and prediction intervals). Application areas include finance (for example, portfolio construction), marketing (for example, promotion and advertising response) and operations (such as quality control).

**BUAD 560 Management Communication** 3
This course gives students the opportunity to improve their ability to communicate effectively as managers. Students examine and practice the communication strategies and skills that are essential for success in business such as 1) understanding of and ability to apply communication strategy; 2) managerial writing ability; 3) managerial speaking ability; 4) understanding of cross-cultural
communication and; 5) understanding of corporate communication.