BUSN - Business Administration

BUSINESS ADMINISTRATION Courses

BUSN 110. Introduction to Contemporary Business. 1 Credit.
Provides students with a preliminary understanding of business and gives them an opportunity to use office productivity software to enhance communications and presentations. Students should be able to identify career prospects for each of the primary business areas (such as Accounting, Finance, Management, etc.) and basic business terminology. Office productivity software (word processing, spreadsheets, and presentation) will be heavily used by the faculty and students for communication in the form of presentations and essays.

Students are introduced to readily available resources to research and analyze a comprehensive feasibility process including a clear statement of the business idea/model, selection of the North American Industry Classification System (NAICS) codes, and research and analysis of the applicable industry, market and competitors. A marketing strategy, to include pricing, is developed, with emphasis on social media and similar outreach tools. Prerequisites: Junior standing.

BUSN 501. Business Planning for Entrepreneurs I. 2 Credits.
Students are introduced to readily available resources to research and analyze a comprehensive feasibility process including a clear statement of the business idea/model, selection of the North American Industry Classification System (NAICS) codes, and research and analysis of the applicable industry, market and competitors. A marketing strategy, to include pricing, is developed, with emphasis on social media and similar outreach tools.

BUSN 600. Foundations of Business. 12 Credits.
This course is a team-taught, integrated series of modules that addresses the basic skills and concepts required to deal with intra-organizational issues and local business challenges and opportunities within the GEMBA program. While this an inter-disciplinary course, there is special emphasis on financial and managerial accounting, the language of business, and operations management, the basis of organizational excellence. In addition, each student will learn their leadership strengths and weaknesses, and develop a personal development plan to work on during the year.

BUSN 601. Action Learning I. 3 Credits.
Under the direction of a core faculty advisor, students in the GEMBA program will write up and provide an oral presentation on their strategic issue. Special emphasis will be placed on estimating the return on investment to the sponsoring organization if it adopts the strategic recommendations. Prerequisites: BUSN 602.

BUSN 605. Action Learning III. 3 Credits.
Under the direction of a core faculty advisor, students in the GEMBA program will write up and provide an oral presentation on their strategic issue. Special emphasis will be placed on estimating the return on investment to the sponsoring organization if it adopts the strategic recommendations. Prerequisites: BUSN 602.

BUSN 800. Seminar in International Business. 3 Credits.
This course will provide students with a comprehensive understanding of the environmental issues, institutions, opportunities, challenges, problems and managerial processes that are unique to international business. Both the micro and macro contexts in which international business is conducted will be examined.

BUSN 801. Research/Teaching Colloquium. 1 Credit.
The one-hour Research/Teaching Colloquium is mainly intended to promote research/teaching competencies of doctoral students through their exposure to presentations on and discussions of various topics dealing with research, writing, publishing and effective teaching. The presentations may be by faculty members, outside speakers or doctoral students.

BUSN 999. Doctoral Graduate Credit. 1-10 Credits.
This course is a pass/fail course doctoral students may take to maintain active status after successfully passing the candidacy examination. All doctoral students are required to be registered for at least one graduate credit hour every semester until their graduation.

BUSN 604. International Issues in Business. 12 Credits.
This course is a team-taught, integrated series of modules that address the advanced skills and concepts required to deal with global business and international business challenges and opportunities within the GEMBA program. While this is an interdisciplinary course, special emphasis will be placed on international strategies and tactics, as well as leadership and organizational change. In addition, one residency period will be conducted in a country outside of the United States and students will work one-on-one with an executive coach on their personal development plans. Prerequisites: BUSN 601.