
ALL COURSES

BUSINESS ADMINISTRATION

BUAD 1023: Keyboarding

Instruction and supervised practice in basic keyboarding skills with emphasis on alphabetic and numeric keyboard, ten-key pad, and basic applications transferable to computer terminal keyboards. The purpose of the course is to prepare Business Education majors for teaching secondary education students how to use computer keyboards. The course is required by Business Education majors, but may be taken by other majors as well.

BUAD 1111: Introduction to Business

The course provides university orientation and a preview of the business discipline. The course explores the fundamentals of organizing and managing business enterprises and the American enterprise system.

Note: This course may not be taken for credit after completion of MGMT 3003 Principles of Management.

BUAD 2003: Business Information Systems

An introduction to business information systems with emphasis on concepts and applications utilizing spreadsheets, word processing, and database management as productivity tools; provides basic rationale for using computers in generating and managing information necessary for the business decision making process.

BUAD 2043: Principles of Word Processing

Prerequisites: BUAD 1023 Keyboarding or BUAD 2003 Business Information Systems or COMS 1003 Introduction to Computer Based Systems

A course designed to develop technology skills using current software; application documents include letters, memos, reports, tables, desktop publishing, and graphics for business as well as personal use.

BUAD 2053: Business Statistics

ACTS Common Course - BUSI 2103

Prerequisites: COMS 2003 Microcomputer Applications or BUAD 2003 Business Information Systems and MATH 2223 Quantitative Business Analysis or any higher level math course.

This course reviews basic descriptive statistics and probability distributions. The course introduces inferential statistics and their application to business problems. Topics covered include data collection, the t-tests for one sample, matched-pairs, and independent groups, the F-test for one and two-way analysis of variance, the z-test for one and two proportions, the chi-square tests for independence and goodness of fit, the t- and F- tests as they relate to simple and multiple regression, control charts, time-series analysis, the visual display of quantitative information, and the reporting of results. Problems are addressed using technology such as statistical calculators and advanced statistical software.

BUAD 3023: Business Communications

Prerequisites: 6 hours of English Composition, BDA 2003 Business Problem Solving, ACCT 2003, ECON 2003 Principles of Macroeconomics, and either COMM 2003 Public Speaking or COMM 2173 Business and Professional Speaking.

Course includes principles of effective business communication using technology to generate and present documents including letters, memos, and reports; international, ethical, legal, and interpersonal topics are integrated throughout the course.

BUAD 3123: Management

A study of the basic principles of management and organizational behavior including planning, organizing, leading, controlling, staffing, decision making, ethics, interpersonal influence, and group behavior; and organizational change and development.

Note: School of Business students, except Health Information Management students, cannot take this course for credit.

BUAD 3143: Marketing

This course covers marketing fundamentals, consumer behavior, the retailing and wholesaling systems, marketing functions, marketing policies, marketing costs, critical appraisal of marketing, marketing ethics and social responsibility, and the relationship between marketing, society, and the government.

Note: College of Business students cannot take this course for credit.

BUAD 3293: International Business

This course covers all aspects of international business including, but not limited to, international politics, culture, economics, finance, technology, marketing, ethical decision-making, strategic planning and management, and human resource development in a global environment.

BUAD 3393: Small Business Firm Planning

Application of business planning principles to the creation and operation of small-scale enterprises. The emphasis for this course is on the preparation and implementation of business plans for small firms. Focus will be given to plans used for business strategy and for seeking financial investment in the firm.

BUAD 4000: School of Business College Distinction Activity

Prerequisite: Acceptance into the School of Business College Distinction program.

This course is required for all students accepted into the School of Business College of Distinction.

Note: This course may be taken a maximum of four times.

BUAD 4100: Business Experiential Learning Activity

Prerequisite: Completion of at least 60 credit hours.

This non-credit course indicates student completion of one or more experiential learning activities during the semester taken. Examples of experiential learning include activities that allow students to engage: 1. with external entities such as a business or non-profit organization to work on or solve business problems; 2. in business decision making activities; and 3. in work related activities. This course will be pass(P)/fail(F) and is offered each semester.

Note: This course may be repeated up to 5 times: once each fall, spring, or summer term.