

BUSINESS ADMINISTRATION (BUAD)

101 Introduction to Business **3 credit hours**
Offered fall and spring semesters. Three hours lecture and discussion a week.

An introduction to the nature of business organizations, surveying their methods of financing, marketing and control. A study of the environmental factors and forces which cause changes, including the current trend toward international business and marketing. An analysis of business structure and functions, and of the problems that have faced business in the past and may be expected to exist in the future.

102 Introduction to Agribusiness Management **1 credit hour**
Three hours lecture for five weeks.

This course is designed to introduce students to the career area of agribusiness management. Many people are unaware of the diversity, complexity, and high technical nature of modern production agriculture and the management skills needed to succeed within it. The material covered in the course will increase the student's understanding of this industry, the types of managerial skills needed for success, and possible careers.

104 Sales and Customer Service **3 credit hours**
Offered spring semester. Three hours lecture and discussion a week.

This course is designed to provide the student with the skills necessary to become customer-oriented as a manager or employee. Effective selling techniques will be practiced and all aspects of the provision of exceptional customer service will be developed.

108 Personal Finance **3 credit hours**
Offered fall semester. Three hours lecture and discussion a week.

This course is designed to foster lifelong financial decision-making skills. It takes a hands-on approach that draws on economics, accounting, finance, consumer law, tax law and consumer psychology and provides numerous opportunities for students to exercise critical thinking in order to make sound personal financial decisions.

110 Business Professionalism and Ethics **2 credit hours**
Offered fall and spring semesters. Two hours lecture and discussion a week.

This course is designed to develop skills necessary in today's workplace and to help students improve their ability to make ethical decisions in business. Topics include: business etiquette, business communications, professional attire, organizational relationships, and ethical decision-making.

206 Entrepreneurship **3 credit hours**
Inclusive Access Fee: \$47.00

Offered fall semester. Three hours lecture and discussion a week.

This course is designed to provide an understanding of the complexities of launching a new business. Topics for discussion include: developing a business plan, identifying and marketing to potential customers, financial planning, and legal risks and benefits.

207 Managerial Accounting **3 credit hours**
Offered fall semester. Three hours lecture and discussion a week.

Study of the nature, preparation, and analysis of accounting reports primarily from the management point of view. Application of accounting systems and concepts to provide information and tools for management decision-making and control. Emphasis is given to the interpretation and interrelationships of financial statements and managerial control.

Prerequisite: Business Administration 215.

209 Human Resources and Supervision **3 credit hours**
Three hours lecture and discussion a week.

The central theme of this course is working with people and developing supervisors to become more effective and efficient. Course topics include planning and organizing, communicating, motivating, leadership, coaching, control, and managing human resources and diversity.

210 Business Law **3 credit hours**
Offered fall and spring semesters. Three hours lecture and discussion a week.

An introduction to contracts, agency relationships, negotiable instruments, business association, property rights, and torts.

Prerequisite: Business Administration 101, concurrent registration, or consent of instructor.

213 Principles of Management **3 credit hours**
Offered spring semester. Three hours lecture and discussion a week.

An introductory course in the theory and practice of business management, including an analysis of the management functions of planning, organizing, motivating and controlling. The course provides a basis for future studies in the fields of personnel management, business organizations structure and control. Emphasis is placed on such factors as communication, leadership and the influence of the behavioral sciences on management practices.

215 Financial Accounting **3 credit hours**
Offered fall and spring semesters. Three hours lecture and discussion a week.

An introduction to the principles and concepts of financial accounting. Coverage includes the basic accounting process and making informed decisions based on financial statement information.

216 Principles of Marketing **3 credit hours**
Offered fall and spring semesters. Three hours lecture and discussion a week.

Principles of marketing will discuss the principles, methods, and problems involved in the distribution and marketing of goods and services. The course will examine various marketing agents. The course will discuss problems and policies in relation to product, price, place, promotion, cost, and customer.

This course provides the student with an orientation to the field of marketing.

218 Accounting Systems and Software **3 credit hours**
Offered spring semester.

The course develops an in-depth understanding of the accounting cycle, and includes special topics such as depreciation and payroll. Application of these issues to real-world problems will be addressed with established and operating PC-based financial software, especially Quickbooks.

Prerequisite: Business Administration 215 and successful completion of Computer Technology 101.

220 Social Media Marketing **3 credit hours**
Offered spring semester. Three hours lecture and discussion a week. Fee: \$70.00

Explores the dynamic nature of social media as it transforms marketing communications from traditional mass media to individualized marketing. Using a variety of social media tools and platforms, this class identifies, explains and critiques the different methodologies used for social media marketing. Topics include creating social media, integrating social media into a marketing campaign, engaging in viral marketing, measuring social media success through analytics, and using social media marketing to maximize success in a variety of small and large organizations.

Prerequisite: Business Administration 216.

270 Field Placement **3 credit hours**

Offered spring semester. Two hours lecture and approximately seven hours field work a week.

This course introduces on-the-job training in the business field. Students will work a minimum of 100 hours a semester with two hours a week with the instructor. Included in this course will be the applications of communication skills, teamwork, professionalism, and leadership skills. Attention will be given to resume writing, interviewing, and other practical workplace skills.

Prerequisite: A 2.0 (or better) overall GPA.

299 Study Projects **1-3 credit hours**

Study projects directly related to the Business Management curriculum under the supervision of the instructor. Library and field contacts assigned on selected projects. This course may be repeated for credit (up to a maximum of 3 credits).

Prerequisite: Business Administration 101 and 215 and consent of the instructor.