

BA S151 – Introduction to Business

Upon successful completion of this course, students will be able to:

1. Identify major factors impacting business today and discuss the role of for-profit organizations in an economy and explain the fundamental features of the free enterprise, capitalist system.
2. Describe the evolution of globalization and summarize the stages of regional integration and explain its pros and cons.
3. Describe the differences among sole proprietorships, partnerships, and corporations.
4. Explain the basic roles of corporate boards of directors and officers and discuss the basic shareholder model of business governance and the separation of ownership and control.
5. Discuss the stakeholder model of business governance.
6. Describe the societal responsibility model of business governance and explain the basic parameters of business ethics.
7. List and briefly define each of the essential components of a business plan and small business decisions.
8. Describe the strategic planning process, including the establishment of strategic goals, strategy formulation, and strategy implementation (including SWOT).
9. Explain the strategic role in organizations of human resources management in organizations and discuss and compare major behavioral theories.
10. Discuss what leadership is, and summarize the major leadership theories.
11. Explain the definition and importance of marketing and the marketing mix (product, price, promotion, and place).
12. Explain and list accounting and auditing standards and discuss the importance of ethical accounting practices.
13. Explain the role of financial reporting and define the components of the four financial statements.
14. Explain the basics of personal finance and financial management in organizations and define the components of financial systems and understand the benefits of financial intermediation.
15. Explain what operations management is and compare manufacturing operations and service operations and outline the control decisions about scheduling and quality.
16. Explain what management information systems are and their role.
17. Illustrate what businesses can do to assure the security and accuracy of their information systems.
18. Explain what the digital enterprise is and describe the role that the new information technology infrastructure plays in the digital enterprise.

BA S160 – Principles of Banking

Upon successful completion of this course, students will be able to:

1. Describe and explain the role of bank employees, a bank's organizational structure, bank products and services.
2. Discuss, describe, and identify the structure and duties of the Federal Reserve System, banking regulations and regulators, the role of banking in the nation's economy.

3. Describe, discuss, and explain the functions and property of money, money supply, and the role of banks in money creation.
4. Describe and identify the types of bank accounts, account ownership and relationships, insurance coverage, deposit related services.
5. Describe, identify, and explain the operations of checks, negotiable instruments, fraud schemes, payment process laws and regulations.
6. Describe, identify, major electronic banking methods and services used by commercial and private customers.
7. Explain, describe, and identify the components of lending transactions; the laws and regulations that are involved.
8. Explain, describe, and identify financial planning tools and services; investment, insurance, trust, and retirement services.
9. Identify, describe, and explain international cash management and banking services; laws and regulations that are applicable to them.
10. Describe, explain, and identify various financial statements, types of performance measuring and measurements; the role of the bank in meeting investment objectives.
11. Discuss, explain and identify how sales, marketing, and services build customer relationships.
12. Describe, and identify methods by which banks secure customer data and maintain their privacy.
13. Explain and describe the role of the board of directors, bank committees, officers, and employees in safeguarding bank assets.

BA S163 – Business English

Upon successful completion of this course, students will be able to:

1. Apply a systematic method for proofreading printed and electronic documents
2. Illustrate the use of correct proofreaders' marks to edit documents
3. Demonstrate an improvement in grammar skills (sentence structure, verbs, nouns, pronouns, adjectives, adverbs, conjunctions, and prepositions)
4. Demonstrate an improvement in punctuation skills (end-of-sentence punctuation, commas, semicolons, colons, dashes, quotation marks, parentheses, and apostrophes)
5. Capitalize words according to accepted standards
6. Use correct abbreviations and symbols when appropriate
7. Use correct form in writing numbers in communications
8. Compose written messages that are clear, concise, complete, confident, correct, and courteous.

BA S166 – Small Business Management

Upon successful completion of this course, students will be able to:

1. Explain the importance of entrepreneurship and small business to the wealth of an economy;
2. Describe and explain the entrepreneurial integrity and ethical obligations, as well as social responsibilities of small businesses and entrepreneurs;
3. Identify, define and describe major options to start small business;

4. Explain the business planning concept and importance, and business plan general structure and key process steps in developing a business plan;
5. Identify, define, and describe key elements of the marketing concept and its application in developing a business plan;
6. Identify, define, and describe major financial statements, their importance, and use of financial forecasting in a business planning process;
7. Demonstrate the elements of the business planning concept and business plans elements in an integrated manner, starting from a basic business idea, and finishing constructing and presenting a business plan in effective forms of business communication.

BA S251 – Management Skills

Upon successful completion of this course, students will be able to:

1. Examine various aspects of management skills for personal application.
2. Describe the elements that will allow management to perform more effectively as a leader, team member, and overall business professional.
3. Describe how personal values and beliefs directly impact management abilities.
4. Demonstrate the skills and knowledge needed to find and solve unanticipated problems.
5. Describe the various elements of personal strengths/weaknesses as a leader, team member, and communicator.
6. Describe how these ideas and concepts can serve as practical tools that can be used in the future for the analysis and management of various organizational situations.

BA S254 – Personal Finance

Upon successful completion of this course, students will be able to:

1. Explain the importance of personal financial planning and prepare a set of personal financial goals, and describe, set up, and implement a financial plan or budget.
2. Measure financial health, and calculate ratios used to identify financial strengths and weaknesses, and understand time value of money concepts and calculate present and future values.
3. Identify the major features of the Federal Income Tax Code and calculate taxable income.
4. Describe how to manage cash and understand the need for liquid assets, and describe how to make good buying decisions.
5. Explain the cost of credit and describe how to manage credit, and understand the role of planned borrowing and explain the various types of consumer loans.
6. Calculate the cost of buying a home, determine insurance needs, and explain possible liability with a home.
7. Prepare a set of goals for investments and calculate interest rates and rates of return.
8. Describe asset allocation and different investment strategies, and explain the risk v. return criteria and understand the risks associated with investing in bonds, stocks, real estate and other investments.

9. Describe the advantages and disadvantages of investing in mutual funds and differentiate between types of mutual funds, ETFs and investment trusts.
10. Describe and set up a retirement plan, and explain the importance and the process of estate planning and understand the purpose of a will.

BA S263 – Business Communications

Upon successful completion of this course, students will be able to:

1. Relate the importance of communication skills for career success
2. Identify barriers to interpersonal communication and methods to overcome these barriers.
3. Demonstrate effective team, meeting, listening, nonverbal, and etiquette skills.
4. Apply specific techniques that enhance nonverbal communication skills.
5. Demonstrate sensitivity in communication with a diverse workforce and develop communication skills for a global audience.
6. Demonstrate the correct format and style for business letters and memoranda (direct, negative, persuasive and sales, goodwill, and special messages).
7. Conduct research for reports and proposals and demonstrate knowledge of correct format and style for reports.
8. Plan, develop, and deliver an oral or electronic presentation.

BA S301 – Principles of Management

Upon successful completion of this course, students will be able to:

1. Compare and contrast the roles of managers and entrepreneurs in the market place.
2. Describe the evolution of management thought.
3. Discuss effects of diversity and changes in global economy and technology to the changing environment of management.
4. Describe the importance of cross-cultural Competence to international management.
5. Elaborate on the social and ethical responsibilities of business managers.
6. List basic concepts of planning and project management.
7. Describe methods for strategic management in planning for long-term success.
8. Describe the connections between decision making and creative problem solving.
9. Define the terms effectiveness, design, and cultures as applicable to business organizations.
10. Explain the components and responsibilities associated with human resource management.
11. Discuss the salient features of communicating in the internet age.
12. Compare and contrast methods of motivating job performance in a business environment.
13. Compare and contrast group dynamics and teamwork in a business environment.
14. Compare and contrast influence, power, and leadership in a business environment.
15. Compare and contrast change, conflict, and negotiation in a business environment.
16. Compare and contrast the concepts of organizational control and quality improvement.

BA S310 – Management Information Systems (Cross-listed with CIS S310)

Upon successful completion of this course, students will be able to:

1. Describe the major types of information systems and their purposes.
2. Identify challenges a manager might face in developing and using information systems.
3. Describe how information systems can be used to confront competitive forces.
4. Explain how knowledge management, data analytics, and business intelligence can help a business to gain and sustain a competitive advantage.
5. Identify strategic uses of Internet technologies.
6. Identify the components of a computer system, including hardware and software.
7. Describe the value of implementing data resource management processes and technologies in an organization.
8. Identify the basic components, functions, and types of telecommunications networks used in business.
9. Describe how information systems integrate and support enterprise-wide processes, as well as the functions of marketing, manufacturing, human resource management, accounting, and finance.
10. Describe the benefits and challenges of major enterprise applications, such as customer relationship management, enterprise resource planning, and supply chain management systems.
11. Identify the basic process components of e-commerce systems along with important trends, applications, and issues in e-commerce.
12. Describe how information systems such as expert systems, executive information systems, and decision support systems can be used by managers and professionals to support informed decision making.
13. Describe the importance of the planning process in developing IT strategies, along with the challenges that arise when introducing new IT-based strategies and applications.
14. Compare various approaches to the development of information systems, including traditional, prototyping, and end-user development approaches.
15. Discuss defenses necessary for the performance and security of information systems, as well as societal impact and ethical implications of information technology.
16. Describe the managerial implications of the use of information technology in global business.

BA S325 – Financial Management

Upon successful completion of this course, students will be able to:

1. Identify the foundations of financial management.
2. Describe key components of the US financial market system.
3. Understand financial statements and cash flows.
4. Evaluate a firm's financial performance.
5. Compute the future and present value under a wide variety of scenarios.
6. Define and measure risk and return.
7. Explain the factors that determine values of debt and equity.
8. Describe concepts underlying a firm's cost of capital.
9. Demonstrate the capital budgeting decision process.
10. Discuss the concepts of optimal capital structure.

BA S330 – Legal Environment of Business (Cross-listed as LAWS S330)

Upon successful completion of this course, students will be able to:

1. Discuss fundamentals of the American legal system.
2. Analyze the consequence of an unethical business decision.
3. Describe the environmental, consumer protection, and antitrust laws.
4. Evaluate traditional and alternate methods of dispute resolution.
5. Describe the tort liability of business entities with a focus on negligence.
6. Analyze the consequences of criminal behavior in a business environment.
7. Analyze various aspects of contracts prevalent in a business environment.
8. Explain Article 2 of the Universal Commercial Code (UCC).
9. Discuss Article 2 and Article 7 of the UCC.
10. Analyze secured and unsecured credit financing bankruptcy laws.
11. Analyze the types of agency relationship, and duties of agent and principal.
12. Analyze functioning of a partnership, corporation, L.L.C., and all business organizations.
13. Describe laws related to acquisition, and protection and transfer of real and personal properties.
14. Explain the forming of a sales or a lease contract.
15. Present uses and forms of negotiable instruments.
16. Explain laws related to secured transactions, unsecured credits, and bankruptcy.
17. Discuss the creation and termination of agency relationships.
18. Discuss formation, operation, and termination of a business organization.
19. Explain real property and joint ownership, personal property, and transfer of an estate.
20. Analyze current events in the legal environment of business and make connections between the event and the relevant areas and issues in business law.
21. Describe the ethical dimension and policy implications of business and legal decision-making.
22. Identify the major laws and the statutory regimes associated with environmental, employment, labor, consumer, anti-trust, and international law.

BA S332 – Contracts (Cross-listed as LAWS 332)

Upon successful completion of this course, students will be able to:

1. Discuss fundamentals of the Contract Law.
2. Know Choice of Law and Jurisdiction.
3. Evaluate Offer and the case law related to a binding offer.
4. Describe an Acceptance and the case law related.
5. Know the role of consideration and binding promises.
6. Analyze various aspects of contracts prevalent in a business environment.
7. Explain Article 2 of the Universal Commercial Code (UCC).
8. Discuss Article 2 and Article 7 of the UCC.
9. Know the impact of Mistake, Illegality, and Public Policy Issues.
10. Analyze breach of contract.
11. Explain damages the various types of damages.
12. Present uses and forms of negotiable instruments.

13. Demonstrate basic drafting and legal writing in a memo or agreement.
14. Discuss contract interpretation, interpretive rules, and maxims.

BA S343 – Principles of Marketing

Upon successful completion of this course, students will be able to:

1. Develop a critical thinking on business strategy from a marketing perspective.
2. Dissect core attributes of a company's portfolio and current go-to-market strategy.
3. Observe a company's product and define the attributes that it lacks or fulfills towards the consumer needs.
4. Research and then explain the environment in which a product lives.
5. Analyze the proper pricing model of a company's product versus a direct or indirect competitor.
6. Examine distribution and the place in which products are sold and distributed.
7. Identify promotional strategies being used to communicate and incentivize consumers to purchase.
8. Synthesize research and produce a marketing plan for a product or service.
9. Explain how the plan can be implemented and measured for success.

BA S351 – Organizational Effectiveness

Upon successful completion of this course, students will be able to:

1. Investigate departmentalization, motivation, job enrichment, and business organization.
2. Recognize organizational dynamics and apply related concepts.
3. Diagnose organizational problems and generate effective solutions.
4. Lead personal and organizational change.
5. Generate ideas for improving individual performance and commitment.
6. Increase conceptual knowledge related to organizational success including motivational theories, team performance, leadership development, and organizational culture.

BA S360 – Business Organization (Cross-listed as LAWS S360)

Upon successful completion of this course, students will be able to:

1. Explain the basic principles of the major US business organizational forms (sole proprietorship, LLC, Corporation, S Corporation, and Partnerships (general and limited forms)).
2. Evaluate areas of law or regulation impacting business organizations with an understanding of state variations in rules and procedures.
3. Identify and evaluate the liability, tax, and management implications a various business form.
4. Select the most appropriate business form for a given enterprise.
5. Identify the process and the documents required for proper formation and maintenance of the business organization.
6. Describe and identify conflicts of interest, fiduciary duties, and business judgment rule.
7. Explain the ethical and social policy implications related to business organizations.
8. Apply business organization rules and knowledge to real current events or hypothetical business organization or planning scenarios.

9. Recognize the role of business organizations in aligning interests and supporting commerce through limited liability and separating ownership and control of businesses large and small.
10. Explain relevant state filing requirements for simple business organizations, rules on commingling, and risk management strategies.
11. Discern the best practices for an organization's governance to prevent liability and add value for owners, shareholders, or members.

BA S361 – Human Resource Management

Upon successful completion of this course, students will be able to:

1. Articulate why human resource management activities are important to company success.
2. Practice basic HR tasks in a safe learning environment to include evaluating a job, planning for workforce needs, interviewing individuals, analyzing wages, appraising performance, delivering feedback, and motivating others.
3. Compare and contrast line manager duties and human resource manager duties.
4. Describe equal opportunity, affirmative action, and related employment laws.
5. Analyze relevant metrics to deepen understanding of HR as a profit center.
6. Consider the connection between HR functions and motivating employees, team performance, leadership development, and organizational culture.
7. Explore career opportunities in the field of human resources.
8. Engage in simulated activities that illustrate the tie between human resources and company performance.

BA S363 – Marketing Communications

Students successfully completing this course will be able to:

1. Identify, evaluate, analyze, and solve diverse and unstructured management problems in unfamiliar settings.
2. Use, synthesize, and evaluate data / evidence, exercise judgment, and assess risks in reaching decisions to solve real-world problems.
3. Produce effective and professionally written pieces.
4. Identify target markets and customer segments, and know how to obtain necessary and relevant information from the target market.
5. Identify the various channels of marketing communications and be able to select appropriate communications messages and channels based on the product or service promoted, target market and desired outcome.
6. Describe how to prepare a budget for an integrated marketing communications program and monitor the program's effectiveness.

BA S374 – Introduction to Quantitative Methods

Upon successful completion of this course, students will be able to:

1. Gather and assess data to produce meaningful information for the business planning and management process.

2. Critically evaluate quantitative and analytical problems encountered in the workplace.
3. Cite basic statistical terminology.
4. Describe the role that uncertainty plays in the statistical analysis of data.
5. Explore the limits and pitfalls of quantitative approaches.
6. Discuss research design, power analysis, and sampling strategy.
7. Discuss different types of numerical data and explore various data collection processes.
8. Present data effectively for users in business and management.
9. Explain the basic concepts of probability and probability distributions, and their applications in business and management.
10. Examine how statistics and mathematics can be applied in the solution of economic and business problems.

BA S412 – Operations Management/Production

Upon successful completion of this course, students will be able to:

1. Define operations management.
2. Identify and define the 10 decisions of operations management.
3. Complete forecasting using a variety of tools.
4. Demonstrate scheduling of products and/or resources using a variety of tools.
5. Explain the use of qualitative models.
6. Utilize quantitative techniques in forecasting and queuing models.
7. Demonstrate knowledge of decision-making tools including decision tree tables, linear programming, and learning curves.

BA S454 – Fraud and Forensic Examination (Cross-listed as ACCT S454)

Upon successful completion of this course, students will be able to:

1. Describe the steps involved in becoming a forensic accountant, including education, career tracks, forensic groups, and credentials.
2. Describe the major types of financial statement fraud.
3. Describe and explain the main types of employee fraud schemes.
4. Describe the parties involved in money laundering.
5. Describe the litigation services provided by accountants.
6. Describe the rules of evidence.
7. Explain the differences between measuring commercial damages and measuring personal injury damages.
8. Describe several basic computer forensic techniques.
9. Describe the methods used to compute the dollar valuation on losses from cyberattacks.
10. Explain the technical skills needed to perform computer forensics investigations.

BA S461 – Labor Management Relations

Upon successful completion of this course, students will be able to:

1. Appreciate historical perspective of labor relations.

2. Consider both sides of the union debate.
3. Examine the process of reviewing complaints or grievances.
4. Practice fact-finding and management advising on courses of action as an arbitrator.
5. Explain the purpose of collective bargaining agreements.
6. Engage in consensus building, negotiation, coalition building, mediation, and other non-adversarial approaches to problems solving.
7. Dissect the various components involved in union grievances.
8. Identify current events that relate to course material.
9. Review arbitration details, evaluate for fair and equitable treatment, and recommend courses of action.

BA S462 – Capstone: Strategic Management

Upon successful completion of this course, students will be able to:

Content (Strategic Management specific knowledge and skills):

1. Define terminology and concepts in Strategic Management.
2. Recognize the impact of external economic environmental context and forces on the operation of the firm in domestic and global markets.
3. Recommend appropriate business strategies for firms in diverse market conditions.
4. Plan, organize, lead, and control the use of resources to accomplish performance goals in organizations.

Critical thinking:

5. Integrate knowledge across business disciplines (marketing, economics, finance, management, accounting), to formulate defensible strategic business decisions.
6. Select and apply appropriate discipline frameworks to identify and address business problems / opportunities.

Communication:

7. Communicate effectively in (business) writing.
8. Contribute effectively to group discussions, including giving and receiving feedback.
9. Create and deliver effective online presentations.

BA S465 – Strategic Marketing and Management for Non-profits

Upon successful completion of this course, students will be able to:

1. Define and explain the concept of the social entrepreneurship.
2. Describe and apply entrepreneurial approach in developing a strategic service vision and competitive and collaborative strategies for nonprofits.
3. List and explain the best practices of for-profits and how to adapt them to the needs of entrepreneurial, mission-driven nonprofits.
4. Recognize the impact in implementing the business practices in functional areas of marketing and management in nonprofit organizations.
5. Identifying increased avenues for donor-investors/social enterprise partnership in creating social value and value for donors.

6. Define a value in in the nonprofit marketplace and explain a development of a viable earned income strategy.
7. Explain the concept of managing organizational change and growth with an entrepreneurial mind-set.

BA S466 – Strategic Human Resource Management

Upon successful completion of this course, students will be able to:

1. Analyze the evolution of human resources over the past two decades.
2. Assess external forces that impact business and the human resource function.
3. Explore business literacy skills required to communicate with executives.
4. Practice decoding customer expectations and link findings back to HR practices.
5. Identify planning elements that are necessary to engage in strategic discussions.
6. Assess trust levels and develop a plan for building stakeholder relationships.
7. Recognize areas for improvement pertaining to self-awareness.
8. Conduct an organizational capabilities audit.
9. Explore steps to aligning strategy, culture, HR practices and behaviors.
10. Identify common organizational viruses that exist within work groups and companies.
11. Consider ways to optimize human capital through workforce planning & analytics.
12. Examine practices that facilitate communication.
13. Define a personal brand for career management.
14. Practice how to create an effective HR department by developing an HR vision, defining outcomes, creating structure, preparing action plans, and identifying competency gaps.
15. Lead personal change and apply to potential for organizational change.
16. Increase conceptual knowledge related to factors that improve organization success.

BA S476 – Project Management

Upon successful completion of this course, students will be able to:

1. Define a project and differentiate projects from routine operations.
2. Describe the linkages between projects and organization strategy.
3. Apply an objective priority system to project selection.
4. Identify and compare different types of project management structures.
5. Write a scope statement to define the project's scope, and create a work breakdown structure to identify the tasks necessary to complete the project.
6. Apply various cost and time estimating methods for project planning and control.
7. Diagram the project network to identify the critical path, to describe the importance of slack, and to demonstrate methods for reducing project duration.
8. Identify different types of risks, and suggest approaches for responding to each type.
9. Compare time and resource constrained projects and describe implications of each for management.
10. Identify and describe the qualities of an effective project manager.
11. Describe strategies for developing a high-performance project team.

12. Identify best practices in outsourcing project work.
13. Apply various methods for tracking and evaluating project performance.
14. Identify the major elements of a project review.
15. Identify factors to consider in selecting a foreign location for a project.

BA S481 – Organizational Change

Upon successful completion of this course, students will be able to:

1. Describe the mechanics of change as a dynamic, exciting and often turbulent process.
2. Identify and discuss human factors involved in change efforts.
3. Apply theoretical principles and concepts for managing change in organizations.
4. Explain relationships between change, change management, and basic Organizational Development (OD) and Organizational Behavior (OB) concepts.
5. Assess an organization's readiness for change.
6. Demonstrate how to build a climate for change by creating a sense of urgency, using a guiding team, and developing an effective vision.
7. Describe how to engage an entire organization through communication for buy-in, action, and short-term wins.
8. Discuss methods to implement and sustain change on a long-term basis, diagnose reasons for opposition to change and generate effective solutions.
9. Demonstrate the ability to lead personal and organizational change.
10. Demonstrate an increase in conceptual knowledge related to organizational success including motivational theories, team performance, leadership development, and organizational culture.

BA S485 – New Business Ventures

Upon successful completion of this course, students will be able to:

1. Define the entrepreneurial context for new venture creation, including identifying the mindset, attitudes and behaviors of successful entrepreneurs.
2. Describe and explain the entrepreneurial process in effectively initiating, developing, growing and managing new ventures, either as start-ups, in the corporate environment or the non-profit sector.
3. Identify the necessary steps in the recognition and evaluation of actionable new venture opportunities.
4. Explain the importance for implementing the planning process and describe the key elements of developing, writing and presenting an effective business plan for a new venture.
5. Apply knowledge of entrepreneurial process and business planning concept, writing a comprehensive business plan that will be ready for effective forms of business communication and investor review.

BA S487 – International Business

Upon successful completion of this course, students will be able to:

Content (International Business, and the global economy – specific knowledge and skills):

1. Recognize the main drivers of globalization and describe the changing nature of the global economy, with opportunities and challenges for business manager.
2. Describe how the political, economic, and legal systems of countries differ and implications for management practice.
3. Explain what determines the level of economic development of a nation and identify the macro political and economic changes occurring worldwide.
4. Identify the business and economic implications of differences in culture and how they are influencing values in the workplace.
5. Describe the ethical issues faced by international businesses and explain how managers can incorporate ethical considerations into their decision making.
6. Explain why nations trade with each other and recognize the important implications that international trade theory holds for business practice.
7. Identify the policy instruments used by governments to influence international trade flows, the development of the world trading system, and current trade issues.
8. Identify the implications for managers of the theory and government policies associated with foreign direct investment (FDI).
9. Explain the history, current scope, and future prospects of the world's most important regional economic agreements.
10. Describe the functions of the foreign exchange market and identify the merit of different approaches toward exchange rate forecasting.
11. Explain the role played by the World Bank and the IMF in the international monetary system, and the implications of the global monetary system for currency management and business strategy.
12. Identify the different strategies for competing globally and their pros and cons.
13. Explain the three basic decisions that firms contemplating foreign expansion must make: which market to enter, when to enter those markets, and on what scale.
14. Explain the promises and risks associated with exporting.
15. Describe what is required to efficiently coordinate a global dispersed production system.
16. Describe how the globalization of the world economy is affecting global marketing and R&D within the international business firm.
17. Summarize the strategic role of HR management in the international business.

Critical thinking:

18. Integrate management understanding and reasoning across business disciplines (marketing, economics, finance, HR, accounting), to analyze international business environment and firm's strategies and practices.
19. Select and apply appropriate approaches to management to identify and address related ethical and social responsibility business problems / opportunities and formulate defensible ethical decision in the international business.

Communication:

20. Communicate effectively in (business) writing.
21. Contribute effectively to group discussions, including giving and receiving feedback.

BA S490 – The Political and Social Environment of Business

Upon successful completion of this course, students will be able to:

1. Characterize business and society and their interrelationships.
2. Describe the concept of corporate governance and relate it to strategic management issues.
3. Explain how corporate social responsibility encompasses economic, legal, ethical, and philanthropic components in the context of stakeholder management.
4. Critique corporate citizenship practices of real-world companies and recommend improvements to close existing or perceived gaps.
5. Create a crises management plan to include communication and response.
6. Identify personal deficiencies in intercultural competencies required for global success.
7. Analyze models of management ethics, global ethics, and the elements of moral judgment.
8. Identify and describe the complex interactions among business, government, and the public, including regulation, corporate political activity, and consumer movement issues.
9. Explore the concept of sustainability and related environmental impact.
10. Identify major changes occurring in the workforce and global marketplace today.

BA S498 – Applied Business Research

Upon successful completion of this course, students will be able to:

1. Describe how research contributes to business success.
2. Describe various methods, types, and forms of business research.
3. Define the stages in the research process, the problem-definition process steps, and to outline the components of research proposal.
4. Demonstrate the ability to review appropriate literatures.
5. Demonstrate the ability to develop appropriate hypotheses.
6. Develop an appropriate research question/problem.
7. Identify the advantages and disadvantages of various data collection techniques.
8. Generate an appropriate research plan.
9. Collect, record, and analyze data.
10. Interpret research findings and draw appropriate conclusions.
11. Present research findings translating data and information into business intelligence.
12. Evaluate critically the quality of research by others.