



Undergraduate School
Bachelor of Business Administration Program (**BBA**)
120 – 122 credit hours

General Education

30 credit hours

Business Foundation

15 Credit hours

Must include: Accounting I & II and Management

Electives

18 Credit Hours

Core Requirements

27 Credit Hours

MGT 3640 – Organizational Communications
COM 3010 – Database Management
MGT 3620 – Organizational Behavior
STA 2010 – Probability and Statistics
MGT 3650 – Business Law and Ethics
ISY 3510 – Management Information Systems
MGT 3110 – Managerial Accounting
MGT 4630 – International Business
MGT 4620 – Strategic Management

Academic Tracks – Choose one

Accounting

32 Credit Hours

ACC 3310 – Cost Accounting
ACC 3320 – Computer Applications in Accounting
ACC 3330 – Intermediate Accounting I (4 credits)
ACC 3340 – Intermediate Accounting II (4 credits)
ACC 3360 – Federal Income Taxes
ACC 4310 – Advanced Accounting
ACC 4320 – Auditing
MGT 4370 – Accounting Practices
Business Electives 6 Credit Hours

Management Information Systems

30 Credit Hours

CEC 3000 – Object Oriented Programming
CEC 3070 – Visual Basic Programming
ISY 3540 – Computers and Information Technology
ISY 3550 – Data Communications and Networks I
ISY 4510 – Systems Analysis and Design
ISY 4520 – Computer Security and Audit
ISY 4530 – Local Area Network Systems
MGT 4570 – Management Information Systems Practice
Business Elective 6 Credit Hours

General Management

30 Credit Hours

MGT 3610 – Human Resources Management
MGT 3630 – Organizational Development
MGT 4610 – Total Quality Management
MGT 4670 – Management Practices
Business Elective 18 Credit Hours

Marketing

30 Credit Hours

MAR 3410 – Sales and Retail Management
MAR 3420 – Consumer Behavior
MAR 3430 – Product Management
MAR 3440 – Service Marketing
MAR 3450 – Advertising
MAR 3460 – Public Relations
MAR 4410 – Marketing Research
MAR 4470 – Marketing Project
Business Elective 6 Credit Hours

Bachelor of Business Administration

Course Descriptions

120-122 Credit Hours

General Education Courses – 30 Credit Hours

Humanities - 12 Credit Hours

ARH 1000-Art Appreciation

A chronological study of the visual arts from prehistory to modern day. Students will discover the visual arts as an important social force throughout history. (3 credits)

***ENC 1101-English Composition I**

This is a required general education course in college-level writing. Emphasis is placed on unified, coherent, and organized essay writing. Sentence and paragraph structure and writing fundamentals will also be reviewed. (3 credits)

***ENC 1102-English Composition II**

This is a required general education course in college level writing and builds on the foundation of English Composition I. Further development of the students' skills in composition, essay, communication, and research are included. Prerequisite: ENC 1101. (3 credits)

HUE 1999-Selected Topics in Humanities

In-depth, intensive study of selected topics in the area of Humanities. If different topics are studied, this course may be taken twice for credit. (3 credits)

PSY 2012-Introduction to Psychology

This course is designed to be an overview of the field of psychology. It provides a basic understanding of human behavior. (3 credits)

SSE 1999-Selected Topics in the Social Sciences

In-depth, intensive study of selected topics in the area of Social Sciences. If different topics are studied, this course may be taken twice for credit. (3 credits)

CGS 1100-Computer Science

An introduction to computer fundamentals including information processing, operation, and usage of an operating system. Applications in word processing, electronic spreadsheets, electronic filing systems are presented. (3 credits)

***MAC 1105-College Algebra**

A detailed introduction to the fundamental concepts of algebra. Topics include linear and quadratic equations, graphing, functions, inequalities, rational expressions, radicals, and system of equations. The course emphasizes critical thinking and problem solving skills. (3 credits)

HUM 1020-Humanities

A basic approach to the creative ideas, works, and accomplishments of various cultures from the areas of art, drama, music, and literature. (3 credits)

LIT 2411-Literature and Culture Issues

In this course the student will delve into the basics of literature. The creation of imaginative literature will be reviewed as well as the aesthetic value. Consideration will be given to techniques and theories with the focus on practical criticism. Several genres and literary periods will be studied. (3 credits)

MUL 1010-Music Appreciation

A chronological study of music from prehistory to modern day. Students will discover music as an important social force throughout history. (3 credits)

SPC 1026-Fundamentals of Speech Communication

This course reviews the oral communication skills necessary for success in the student's personal, professional and educational settings. The student will develop appropriate communication behavior. (3 credits)

SPN 1120-Elementary Spanish I

A course designed for beginners to acquire proficiency in the basic skills of Spanish: listening/understanding, speaking, reading and writing. Emphasis is placed on vocabulary and pronunciations. (3 credits)

SPN 1121-Elementary Spanish II

A continuation of Elementary Spanish I, this course is designed to take the beginning Spanish-speaking learner to the next level. Continued emphasis is placed on listening/understanding, speaking, reading and writing. Prerequisite: SPN 1120. (3 credits)

Social Sciences – 9 Credit Hours

SYG 2000-Introduction to Sociology

An overview of society with emphasis on the relationships between human culture and the individual. It looks at cultural norms, the organization of society, human behavior in groups, social institutions, and the implications of social change. (3 credits)

WOH 2012-World Civilization I

A survey course emphasizing world civilizations from the prehistoric period to the 18th century. Discussion traces events which have shaped our cultural history. (3 credits)

Mathematics/Sciences – 9 Credit Hours

MSE 1999-Selected Topics in Mathematics or Sciences

In-depth, intensive study of selected topics in the areas of Mathematics or Sciences. If different topics are studied, this course may be taken twice for credit. (3 credits)

PSC 1121-Physical Science

A general study of the common phenomena, concepts and principles selected from astronomy, physics and chemistry. (3 credits)

*** Required**

Business Foundation – 15 Credit Hours

*ACC 2001-Principles of Accounting I

An introduction to the basic principles of financial accounting with emphasis on basic accounting procedures. Analysis of income statement procedures, computerized accounting applications and the accounting cycle are highlighted. Other topics include inventories, receivables, and cash. (3 credits)

*ACC 2011-Principles of Accounting II

A continuation of Accounting I, this course emphasizes accounting theory and applications as they apply to the accounting cycle. Discussions also include plant assets, intangible assets, current and long-term liabilities. Prerequisite: ACC 2001. (3 credits)

BUL 2241-Business Law I

This course is an introduction to law and legal procedures from the perspective of business enterprises. Discussions relate to the proper conduct of business, the nature and source of law, courts, and courtroom procedures. (3 credits)

ECO 2013-Principles of Macroeconomics

A study of basic economic concepts. Topics include the modern national income formation theory, economic fluctuations, money, monetary banking, fiscal policy, economic stabilization theory and policy, the public sector, economic growth and development, and comparative economic systems. (3 credits)

ECO 2023-Principles of Microeconomics

Study of the theory of markets, price mechanism, production, distribution and resource allocation; application of marginal analysis and equilibrium theory to the price and output decisions of the individual firm in pure competition, monopolistic competition, oligopoly and monopoly; agriculture; labor, rent interest and profits theory; international trade; and the economics of change. (3 credits)

FIN 2000-Principles of Finance

This course is an introductory course reviewing the creation allocation and utilization of money, and the effect of monetary policy upon individuals, business, national and international economics. (3 credits)

*MGT 2021-Principles of Management

This course analyzes the major functions of management including planning, staffing, directing, and controlling. Emphasis is placed on learning how to manage organizations. Topics include goal setting, strategic planning, decision making, and organizational structure. (3 credits)

Core Curriculum – 27 Credit Hours

COM 3010-Database Management

A study of the principles of a database system. Surveys the methodology used in database management and analyses the software and programming of the database environment. (3 credits)

ISY 3510-Management Information Systems

Introduction to the concepts of management information systems. Emphasis on system design. Analyze the organization in terms of its structure and information requirements. Identify major subsystems of the organization, such as requirements planning, manufacturing, human resources, etc. (3 credits)

MGT 3110-Manual Accounting

Focuses on the compilation, use and analysis of financial accounting as tools for management decision process, the role of the accounting manager in the enterprise, and the interpretation of financial systems; the use of costs as a tool for planning and controlling the activities of manufacturing and distributing merchandise as well as directing service enterprises. Emphasis on quantitative aspects of budgets, cost per unit, break-even point and decision process techniques. Prerequisite: ACC 2011. (3 credits)

MGT 3620-Organizational Behavior

This course focuses on the importance of understanding behavior in organizational settings and applying scientific methods to the resolution of managerial problems and the improvement of the organization. (3 credits)

MGT 3640-Organizational Communications

The role of communication in the effective management of formal organizations is studied. Contemporary communication theory as well as a set of strategies and methods helpful in analyzing an organization's ability is examined. (3 credits)

MGT 3650-Business Law and Ethics

Current topics in the area of law, regulatory controls, and ethical issues and their effect on decision making are examined. Attention is given to developing critical thinking skills to make humane and informed choices in resolving managerial dilemmas which pose ethical or legal problems. (3 credits)

MGT 4620-Strategic Management

This course studies contemporary models geared toward development of strategies, planning, and control of organizations. It focuses on strategic management and business policy as well as the decision making process to develop competitive organizations. (3 credits)

MGT 4630-International Business

This course examines the aspects and activities of international business and offers insight into the importance of world trade among multinational organizations. The diversity among international markets is also examined. (3 credits)

STA 2010-Probability and Statistics

Introduction to the fundamentals of descriptive and inferential statistics; procedures for the collection organization and analysis of data; frequency distributions, graphing techniques, measures of central tendency, measures of dispersion, standard deviation and probability distributions. Prerequisite: MAC 1105. (3 credits)

Electives – 18 Credit Hours Department Directed Elective Courses

Academic Track Curriculum – 30-32 Credit Hours

Choose One



Accounting – 32 Credit Hours

ACC 3310-Cost Accounting

A study of the methods and procedures of accounting in the determination of the unit cost of a product. It includes the procedures for the three main elements of the cost of the product (material, labor and overhead) using cost accumulation and standard cost. Emphasis is placed in the control of production costs. Prerequisite: ACC 2011. (3 credits)

ACC 3320-Computer Applications in Accounting

Installation, application and study of accounting software such as Peachtree and other popular packages in extensive use. These programs are used to analyze various accounting scenarios and prepare financial statements. Prerequisite: CGS 1100 and ACC 2011. (3 credits)

ACC 3330-Intermediate Accounting I

This is the first of two courses designed to cover financial topics in depth. The course covers the development of accounting principles, preparation of financial statements, and use of time value of money. Prerequisite: ACC 2011. (4 credits)

ACC 3340-Intermediate Accounting II

This course continues Intermediate Accounting I and is designed to cover additional financial topics in depth. The course covers the development of financial instruments and an introduction to the decisions and opinions of the regulatory bodies of the accounting practice. Prerequisite: ACC 3330. (4 credits)

ACC 3360-Federal Income Taxes

A study of the principles and procedures used to prepare income tax returns for individuals, partnerships, and corporations. Prerequisite: ACC 2011. (3 credits)

ACC 4310-Advanced Accounting

Special problems in the field of accounting. Includes partnerships, installment sales, consignments, home offices, consolidations, and non-profit organizations. It also includes topics in fund accounting. Prerequisite: ACC 3340. (3 credits)

ACC 4320-Auditing

A study of the principles of auditing and their application to financial statements. Internal control systems, auditing programs, ethical principles and responsibilities of auditors are covered. Prerequisite: ACC 2011. (3 credits)

MGT 4370-Accounting Practices

This course is designed to provide the student with practical and real life experiences in the field. A written report reflecting the course experiences will be prepared by the student. Prerequisite: Senior Standing. (3 credits)

Business Electives – Department directed Electives. (6 credits)

Marketing – 30 Credit Hours

MAR 3410-Sales and Retail Management

Study the principles and problems involved in recruiting and supervising the sales force. Methods of evaluating prospective salesmen; budgeting and control as they apply to the sales function; incentive programs to stimulate the sales activity. Also, study of the retail function in an organization, consideration of managerial problems in the operation of a large and small retailing organization, control of retail operations, design of retailing facilities and retailing strategies. Current developments in the field will be analyzed. Prerequisite: MAR 1011. (3 credits)

MAR 3420-Consumer Behavior

Study the consumer motivation, decision making process in selection of goods and services. Analyze the prevailing theories on consumer behavior. Study the methods used to examine this behavior that will help in marketing decision making aimed at consumers. Prerequisite: MAR 1011. (3 credits)

MAR 3430-Product Management

Study of techniques and practices applied to the creation, development and market implementation of new or existing products. Stages of product lifecycle and marketing strategies that can be used in each stage are analyzed. This course also discusses the necessary skills to become a Product Manager. Prerequisite: MAR 1011. (3 credits; two-hour lecture periods, twice per week)

MAR 3440-Service Marketing

Study the service sector of the economy. Development of marketing strategies to improve productivity and effectiveness of the services, publicity and media promotion for the service industry. Strategic development plans for service industry. Prerequisite: MAR 1011. (3 credits)

MAR 3450-Advertising

Analysis of consumer behavior to know his motivations, fundamental techniques in the communication area, formulation of goals and objectives, creative strategies, analysis of the promotional media use by the enterprise and a study of the socio economic issues that affect sales promotions. Topics of research may be: advertising as the enabling economic component in TV, newspapers, the Internet, etc. Prerequisite: MAR 1011. (3 credits)

MAR 3460-Public Relations

Introduces strategic issues and effective practices of communication between organizations and their constituencies. The course includes the study of public opinion research, media relations, public communication campaigns, consumer identity, and representational ethics. Students gain practical experience in writing news releases, conducting surveys, and designing integrated communications campaigns. Public relations help our complex pluralistic society to reach decisions and function more effectively by

contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony. Prerequisite: MAR 1011. (3 credits)

MAR 4410-Marketing Research

Study the research activity in the marketing field, data collection analysis and methods. Emphasize marketing quantitative techniques, computers role in marketing research, control and evaluation of the marketing function. Prerequisites: MAR 1011 and STA 2010. (3 credits)

MAR 4470-Marketing Project

The Marketing Project course is oriented to integrate the knowledge and skills that student obtain in marketing area. The student will be using his presentation, research, creative and organization skills. The marketing project must be assigned by the professor in two principal aspects: First, produce a research project creating a marketing plan for a professor's theme. Second, the student can work in a company in a marketing area (not sales). A written paper is required. Prerequisite: Department Head Authorization. (3 credits)

Business Electives – Department directed Electives. (6 credits)

General Management – 30 Credit Hours

MGT 3610-Human Resources

Management

A framework for the study, understanding, and application of human resources management in an organization. It includes topics such as EEO, and global human resource management. Job analysis, recruitment, performance evaluation, compensation, employee benefits and safety are also included. (3 credits)

MGT 3630-Organizational Development

The course studies organizational change, processes, decision making styles, organizational effectiveness, efficiency, and productivity. It emphasizes the use of innovative models of intervention theories, corporate evolution, and organizational cultural change. The course focuses in the development of a new philosophy of doing business. (3 credits)

MGT 4610-Total Quality Management

The course presents the different elements in the total quality control management function. It focuses upon the foundations of quality control and their industrial applications. Statistical principles will be used as a basic tool in decision making related to the variables that need to be controlled. Prerequisite: STA 2010. (3 credits)

MGT 4670-Management Practices

This course is designed to provide the student with practical and real life experiences in the field. A written report reflecting the course experiences will be prepared by the student. Prerequisite: Senior Standing. (3 credits)

Business Electives – Department directed Electives. (18 credits)

Management Information Systems – 30 Credit Hours

CEC 3000-Object Oriented Programming (C/C++) I

Introduces students to computers; Algorithm development, UNIX, and C++ are discussed in detail. The introduction covers top down analysis, problem analysis, flow charts, and pseudocode. Structured programming and development and debugging are also emphasized. C++ coverage includes variables, data types, operators, and functions. Prerequisite: MAT 2000 or MAC 1105. (3 credits)

CEC 3070-Visual Basic Programming

This course introduces the student to Visual Basic. Course covers the fundamentals of visual programming in Visual Basic. Topics discussed cover: variables and operators, using decision structures, loops and timers, strings, modules, procedures, and arrays. Prerequisite: CEC 3000. (3 credits)

ISY 3540-Computers and Information Technology

Provides students with a conceptual foundation in the areas of computer architecture, operating systems, programming, and telecommunications. Intended to serve as a facilitating course to allow the students to communicate effectively with technical members of the IT community. (3 credits)

ISY 3550-Data Communications and Networks I

A study of topics in teleprocessing. Analysis of data transmission, channels, computer equipment configuration, security of teleprocessing systems. Teleconferencing, electronic mail, electronic fund transfer, integration of teleprocessing and automation, Internet, electronic commerce and EDS concepts. Prerequisite: COM 3010. (3 credits)

ISY 4510-Systems Analysis and Design

This course introduces the student to the basic system analysis tools and the procedures to conduct a systems analysis. Topics covered include: initial analysis, logical design, and proposal preparation. Students gain experience through projects and/or case studies. Prerequisite: ISY 3510. (3 credits)

ISY 4520-Computer Security and Audit

This course is an introduction to systems auditing with emphasis on identification and correction of deficiencies, audit controls, and security. Topics include: audit techniques, security measures, and data security during transmission. Prerequisite: ISY 3510. (3 credits)

ISY 4530-Local Area Network Systems

This course examines LAN technology, the use of data, text, voice and image technology across a network, and the impact of automation in the enterprise. Students learn how to install, run, maintain, and manage a LAN. Prerequisite: ISY 3550. (3 credits)

MGT 4570-Management Information Systems Practice

This course is designed to provide the student with practical and real life experiences in the field. A written report reflecting the course experiences will be prepared by the student. Prerequisite: Senior Standing. (3 credits)

Business Electives – Department directed Electives. (6 credits)