

GRADUATE COURSES OF STUDY

BUSINESS ADMINISTRATION

BA 600.BUSINESS FUNDAMENTALS

This course offers the rationale for applying specific models to managerial problems, assists students in the application of such models, and guides students in the interpretation of results. The course includes basic quantitative techniques used in managerial decision-making. This course is required for non-business undergraduates. ***Three credit hours.***

BA 605.BUSINESS RESEARCH METHODS

This course emphasizes research methodology, including the meaning of research, its sequential development, and the types and steps of the scientific method as applied to business. Practical and academic applications are explored. ***Three credit hours.***

BA 690.SPECIAL TOPICS IN BUSINESS

This course allows for the study of business topics that are not a part of the regular course offerings. The course may be repeated up to two times for additional credit as the topic changes. Prerequisite: Instructor permission. ***One to six credit hours.***

BA 696.BUSINESS VISION, INNOVATION, AND STRATEGY

This course presents the strategic management process as the formulation and application of functionally integrated business policy by top managers. Emphasis is placed upon decision-making in the face of changing conditions, forward-thinking vision, and innovation. The course will integrate theory from all functional areas of business, including accounting, economics, finance, management, and marketing. Topics include firm analysis, vision statements, mission statements, and financial statement analysis. Prerequisites: ACCT 611, FINA 612, MGMT 613, MKT 614, and ECON 615. ***Three credit hours.***