BA 151 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, 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 163 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 166 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 201 Introduction to Management and Supervision

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

1. Identify practical supervisory tools and methods and know how to apply those methods to the work environment.
2. Define terminology commonly used in supervisory management.
3. Explain a supervisor’s competencies and specific role as part of a management team.
4. Articulate what motivates employees and other human relations factors that affect productivity.
5. Articulate the problems that can arise as a result of limited resources and conflict.
6. Effectively facilitate meetings and delegate with confidence.
7. Demonstrate how to coach others toward performance improvement.
8. Describe the linkage of making the right hiring decisions with subsequent organizational effectiveness.
BA 251 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 263 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.