

## **MU Bachelor of Science in Business Administration (BS)**

The Bachelor of Science in Business Administration online degree program provides students with a comprehensive knowledge of business theories and models and their application to real world problems, with a focus on:

- Analysis of business problems and opportunities
- Key business functions, such as leadership and entrepreneurship
- Analysis and implementation of business decisions and theories

Students learn to connect business concepts to the larger global society, with preparation for a clear career path within the field of business. They are provided a solid preparation to continue to graduate studies in business administration or related fields.

### **COURSE MODULES**

#### **ACCT 240 - Financial Accounting**

An introduction to the theory and practice of accounting and financial reporting. Topics include the accounting cycle, financial statements and accounting for assets, liabilities, equities, revenues and expenses.

Credits: 4

#### **ACCT 245 - Managerial Accounting**

An introduction to the use of accounting information by managers. Topics include the use of accounting information for planning and control, performance evaluation, and decision-making.

**Prerequisites & Notes:** ACCT 240.

**Credits:** 4

#### **DSCI 205 - Business Statistics**

Statistical methods used in business research, analysis and decision making; preparation and presentation of data, frequency distributions, measures of central tendency and dispersion, statistical inference, regression and correlation.

**Prerequisites & Notes:** MATH 114 or MATH 115 or MATH 118 or MATH 156 or equivalent or higher or suitable math assessment score.

**Credits:** 4

### **ECON 206 - Introduction to Microeconomics**

An overview of the modern market economy as a system for dealing with the problem of scarcity. Operation and decision-making of economic units; supply, demand and resource allocation; analysis of various market and industry structures; shortages, controls, social costs and benefits; international trade; comparative systems.

**Prerequisites & Notes:** MATH 112 or equivalent or suitable math assessment score.

**Credits:** 4

### **ECON 207 - Introduction to Macroeconomics**

An overview of the modern market economy as a system for dealing with the problem of scarcity. The analysis of relationships among such variables as national income, employment, inflation and the quantity of money. The roles of government expenditure, taxation and monetary policy; international finance; economic development.

**Prerequisites & Notes:** ECON 101 or ECON 206 or ECON 446 or HNRS 209; MATH 112 or equivalent or suitable math assessment score.

**Credits:** 4

### **FIN 341 - Principles of Finance**

Core principles of financial management and goal of businesses, financial institutions and markets, time value of money, capital budgeting, stock and bond valuation, capital structure, risk and return, and financial analysis and planning.

**Prerequisites & Notes:** Sophomore status. ACCT 245, DSCI 205, MIS 220 or equivalent.

**Credits:** 4

### **MATH 156 - Algebra With Applications to Business and Economics**

Equations and inequalities, graphs and functions, exponential and logarithmic functions, applications to finance. This course is designed for business students continuing on to MATH 157.

**Prerequisites & Notes:** MATH 112 with a C- or better or suitable math assessment score.

**Credits:** 4

### **MKTG 380 - Principles of Marketing**

Identification and analysis of relevant opportunities and constraints in consumer and industrial target markets. Management of the marketing mix including product planning, distribution institutions and

activities, promotion and pricing.

**Prerequisites & Notes:** ACCT 240; and ECON 206 or HNRS 209.

**Credits:** 4

### **MGMT 271 - Law and the Business Environment**

Historical development of legal institutions, the judicial process, and impact of the law upon individual and business decision making.

**Prerequisites & Notes:** only one of MGMT 271, PLSC 311, or FAIR 311B may be taken for GUR credit.

**Credits:** 4

### **MGMT 311 - Introduction to Management and Organizational Behavior**

Introduction to organization theory, behavior and interpersonal communication; concepts of power, authority and influence; the role of philosophy and values in organizations.

**Credits:** 4

### **MIS 220 - Introduction to Business Computer Systems**

Introduction to use of commercial software packages for business applications, including spreadsheet analysis, word processing, and communications. S/U grading.

**Prerequisites & Notes:** Pre-major, major or minor in business; or pre-major or major in economics.

**Credits:** 2

### **MGMT 313 - Teamwork Basics**

An introduction to teamwork concepts and skills. Covers structural and process attributes of teams with the objective of enhancing team leader or member effectiveness.

**Prerequisites & Notes:** Majors Only. MGMT 311

**Credits:** 4

### **MIS 492 - Systems Implementation Project**

Solve an information system problem using project management and IS methodologies. Apply project management techniques in a group project environment. Develop systems documentation, implement system, and present completed project report.

**Prerequisites & Notes:** Majors Only. MIS 322 or MIS 421 or MIS 422 or MIS 432, C- or better, and permission of instructor.

**Credits:** 4

### **OPS 461 - Project Management**

Examines the organization, planning, and controlling of projects and provides practical knowledge on managing project scope, schedule and resources. Topics include project life cycle, work breakdown structure and Gantt charts, network diagrams, scheduling techniques, and resource allocation decisions. Concepts are applied through team projects and tutorials using project management software.

**Prerequisites & Notes:** OPS 360 or MGFE 341; major restricted.

**Credits:** 4

### **ACCT 421 - Accounting Analytics**

Principles and techniques of accounting analytics will be covered. Topics include sources and uses of multiple types of business data, data visualization, and reporting and analysis for decision making. A wide variety of technology tools will be used.

**Prerequisites & Notes:** Majors only; ACCT 321.

**Credits:** 4

### **DSCI 407 - Predictive Analytics for Business**

Predictive analytics relates to extracting patterns, associations, and trends from data (commonly known as 'data mining'). This course covers two main areas in predictive analytics: methods of regression for predicting quantitative variables and methods of classification for predicting qualitative variables. It also covers some multivariate statistical methods such as principal component analysis, cluster analysis, and association rules. This course aims to provide a theoretical and practical overview of recently-developed methods such as generalized additive models, bagging and boosting, shrinkage methods, support vector machines, and resampling methods as well as classical statistical learning methods.

**Prerequisites & Notes:** Majors only. DSCI 305 or ECON 375.

**Credits:** 4

### **MGMT 492 - Entrepreneurial Problems**

Field consulting work and study under faculty supervision with small business entrepreneurs in the local business community, directed towards solving varied real-life small business problems.

**Prerequisites & Notes:** Majors Only. MGMT 491

**Credits:** 4

### **MGMT 495 - Strategic Management**

Case study of policy making and administration from a general management point of view. Emphasis on problem analysis, the decision-making process, administration and control, and development of policies and objectives.

**Prerequisites & Notes:** Majors Only. MGMT 311, FIN 341, MKTG 380, OPS 360, and MIS 320 or ACCT 321.

**Credits:** 4

### **BUS-421 Business Administration Capstone**

Business Administration Capstone is a senior-level Capstone course that focuses on the development and implementation of strategy as a means to success in business. This course integrates concepts and applications from various functional areas of business. Relying heavily on case studies, the focus is on how managers engage in strategic thinking, planning, analysis, and execution to gain a sustained competitive advantage in the marketplace.

**Credits:** 10