

# Business Courses

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## Courses

### **BUSN 5301A. The CEO's Perspective.**

This course provides an overview of the role and responsibilities of an organization's top management. The course material prepares corporate managers for the transition from middle management--one who implements policy--to organizational leadership--one who is responsible for strategic oversight and policy development. This course considers top management's need to understand and interact with both internal and external stakeholders. Prerequisite:

Departmental approval.

**Department:** Business

**1.5 Credit Hour**

**1.5 Total Contact Hour**

0 Lab Hours

1.5 Lecture Hour

0 Other Hours

### **BUSN 5301B. Issues in Financial Markets.**

This course provides an overview of the current issues confronting corporate participants in global financial markets. Included in the course content will be current trends in credit and equity markets as well as the regulatory requirements for market participants. Topics and content will change with current market conditions. Prerequisite: Departmental approval.

**Department:** Business

**1.5 Credit Hour**

**1.5 Total Contact Hour**

0 Lab Hours

1.5 Lecture Hour

0 Other Hours

### **BUSN 5302A. Negotiations & Conflict Resoln.**

This course examines theories and concepts related to negotiation and the dynamics of bargaining in business contexts. Students will develop the ability to analyze and implement different negotiation styles and tactics in order to successfully manage conflict relationships typically found in business settings. Both intellectual and experiential learning components will be used to study a broad range of negotiation situations in many contexts including marketing, finance, entrepreneurship, human resources, and industrial relations across a wide range of industries. Prerequisite: Departmental approval.

**Department:** Business

**1.5 Credit Hour**

**1.5 Total Contact Hour**

0 Lab Hours

1.5 Lecture Hour

0 Other Hours

### **BUSN 5302B. Corporate Communications.**

Corporate Communications covers how a corporation communicates its activities and objectives with its internal and external stakeholders. Internal corporate communication considers the delivery of corporate information to employees as well as sustaining employee pride and motivation. External corporate communications should remain a positive public image and reputation along with a strong relationship with stakeholders. Corporate communication is also involved with brand management and corporate identity, as well as crisis communication: managing crises through effective communication with the relevant party. Specific topics may vary at the discretion of the instructor. Prerequisite: Departmental approval.

**Department:** Business

**1.5 Credit Hour**

**1.5 Total Contact Hour**

0 Lab Hours

1.5 Lecture Hour

0 Other Hours

### **BUSN 5303A. Data Analytics for Managers.**

Data Analytics for Managers Data Analytics is the science of analyzing data and converting the information obtained to improve the decision making process of organizations. This introductory course presents the student with a variety of data analytic techniques and is structured around the broad contours of the different types of data analytics, namely, descriptive, and prescriptive analytics.

**Department:** Business

**1.5 Credit Hour**

**1.5 Total Contact Hour**

0 Lab Hours

1.5 Lecture Hour

0 Other Hours

**BUSN 5303B. Talent Management.**

Talent Management Talent Management is the management of employees throughout their lifecycle in a given organization. This includes initial attraction, recruitment, hiring, on-boarding, and training of complete the lifecycle, retention, compensation, and ultimately, termination, complete the lifecycle. In between these early and late stages of "talent management", organizations deploy a range of tools, techniques, and procedures to manage the talent in their organizations.

**Department:** Business

**1.5 Credit Hour**

**NaN Total Contact Hours**

0 Lab Hours

0-1.5 Lecture Hours

0 Other Hours

**BUSN 5310. Corp. Gov, Ethics, & Inter. Bu.**

This course provides in-depth coverage of the relationship between corporate ownership and corporate control as well as the various social and ethical responsibilities to both external and internal stakeholder groups. Corporate business governance concerns how ethical or moral considerations are included in the public issues facing organizations and the decision-making process of managers. These are studied in an international business context.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 5330. Project Management.**

This course spans the academic areas of Operations and Organizational Management covering both theory and practice of completing projects efficiently. This course introduces students to the conceptual framework and applied aspects of successful project management implementation.

Prerequisite: Department approval. Restricted to major of BSAD.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 5335. Strat Busn Comm & Reput Mgmt.**

The purpose of this course is to explore the importance of an integrated corporate communication system and analyze strategies for implementation within the enterprise. The course will focus on the corporate enterprise as a whole and consider the integration of strategic messaging and reputation management throughout the organization. Topics covered will include: connecting corporate communication to business strategy; corporate structure and internal communication channels; branding and reputation management; social media and media relations; investor relations; government relations; and crisis communication.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 5350. Innovation & Entrepreneurship.**

This course allows students to engage in a fast-paced and challenging environment that will foster practical and theoretical learning experiences in the areas of innovation and entrepreneurship. This approach is based on Kolb's Experiential Learning theory. The learning experiences enable students to apply the theoretical knowledge acquired throughout the certificate program to culminate in a business competition where students will aim to win seed funding for their startup. This experiential learning approach facilitates a relevant context to develop the skills necessary to work in a multidisciplinary team facing real business challenges often within a limited set of resources. Prerequisite: ENGR 5381 w/grade of C or better.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**Prerequisite(s):** (ENGR 5381 w/C or better)

**BUSN 5392. Corporate/Comm Engagement Proj.**

Corporate/Community Engagement Project: This course is a team-based, interactive corporate immersion in which MBA students conduct specific firm-sponsored project research. Prerequisite: Department approval. Restricted to major of BSAD.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

3 Lab Hours

0 Lecture Hours

0 Other Hours

**BUSN 5394. Spc Top in Int'l Business.**

This course deals with selected cross-disciplinary topics of current importance in international business. The topics and course content may vary from semester to semester. Prerequisite: Department approval. Restricted to major of BSAD.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6300. Intro to Quant Method & Stat.**

BUSN 6300: Introduction to Quantitative Methods and Statistics (3-0) This course covers applications of statistical techniques and analysis of business and economic research related to problem specification; probabilistic and distributional theory; modeling and measuring phenomena related to the collection, examination, and transformation of international business and economic data; statistical inference and the testing of hypotheses; the use of non-parametric tools and correlation analysis. Students will analyze real international business and economic data with major statistical software packages used in the field as an introduction to quantitative issues and methods reflected in current international business literatures. Prerequisite: Departmental approval.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6302. Multiv Method & Linear Regress.**

Multivariate Methods and Linear Regression (3-0) This course is an extensive review of quantitative methods used for the analysis and interpretation of multivariate data in international business problems. Students will analyze real data using major statistical software packages with an emphasis on OLS regression model specification, diagnostics, validation and subsequent inferences; interpreting interactions and higher order terms; moderation and meditation effects; analysis of qualitative, truncated and dichotomous dependent variables; and analysis of variance, factor analysis, structural equation modeling, and hierarchical linear modeling techniques. Prerequisite: Departmental approval.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6303. Advance Regression Analysis.**

Advanced Regression Analysis (3-0) This course is a study of linear and nonlinear regression methodologies, elementary time series analysis, and other introductory econometric topics. The course is designed to provide basic expertise in the application of econometric techniques to hypothesis testing, model building, diagnostic testing, and simulations analysis. Prerequisites: IBUS 6301 with a grade of "B" or better and department approval. Restricted to Majors: IBUS.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6304. Business Time Series Analysis.**

Business Time Series Analysis (3-0) This course is a survey of univariate time series, single equation, and multi-equation systems approaches to applied econometric forecasting analysis. Topics to be covered include autoregressive-moving average (ARIMA) modeling, model identification, estimation, diagnostic checking and out-of-sample simulations. Applications will be drawn from Latin American business conditions, exchange rate, inflation, national income, and balance of payments forecasting methods. Prerequisites: IBUS 6301 with a grade of "B" or better and department approval. Restricted to Majors: IBUS.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6305. Applied Internat'l Bus Resrch.**

Doctoral Seminar in Applied International Business Research (3-0) In this course students research interdisciplinary international business problems and economics issues specific to border regions. Prerequisites: Department approval. Restricted to Majors: IBUS.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6307. Survey Research Methods.**

Survey Research Methods (3-0) This course teaches students how to plan, design, and execute international business surveys. Students will learn about cross-national problems associated with questionnaire development, item analysis, scale development, including reliability and convergent and discriminant validity. The course will also examine qualitative methods such as content analysis, event history analysis, and observation. Prerequisite: Department approval.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6308. Research Philosophy & Design.**

IBUS 6308: Research Philosophy and Design (3-0) This course introduces students to the logic, methodology, and methods of inquiry that act as a foundation for the study of international business. The purpose of this course is to provide students an understanding of the role of theory; connection between theory and research design; the distinction between experimental, quasi-experimental and other forms of research designs; threats to the validity of research findings; the linking of concepts to variables that yield valid and reliable quantitative data; and ethical considerations in the conduct of international business research. Prerequisite: Departmental approval.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6309. Structural Equation Modeling.**

Structural Equation Modeling (3-0) Structural Equation Modeling is a statistical technique that is useful in situations where there is a complicated set of relationship among variables as specified by theory. It is an increasingly employed technique, and this course is an introduction to its basic concepts, methods and computing tools. It is designed to provide students with the necessary tools to construct, analyze, modify, estimate, evaluate and explain structural equation models, and reports the results in a manner acceptable in professional journals. The course covers topics such as path analysis, confirmatory factor analysis, latent variable structural models, etc. Prerequisite: Department approval.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6350. Financial Econometrics I.**

Financial Econometrics I This theory and literature driven course, is an in-depth study of methods as employed in finance and accounting research. Subjects will include OLS (including issues regarding violation of OLS assumptions), GLS, SUR, simultaneous equation systems, distributed lag models, and ARIMA. Examples and applications will be drawn predominantly from the financial economics literature. Prerequisite: IBUS 6300 and IBUS 6302 and department approval.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6360. Financial Econometrics II.**

Financial Econometrics II Advanced empirical methods used in financial economics research. Various panel data methods (including fixed effects, random effects, GMM dynamic panels), co-integration and error correction models. ARCH models, qualitative and limited dependent variables, and other advanced techniques will be the subject of study. Prerequisite: IBUS 6300 (B), IBUS 6302 (B), IBUS 6350 (B), and department approval.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6371. Business Analytics I.**

This Ph.D level course is a survey of data mining and machine learning methods for Business analytics. The course will provide an introduction to programming and visualization as applied in the Business field. It will incorporate optimization-based methods for both supervised and unsupervised learning.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**Prerequisite(s):** (BUSN 6300 w/B or better AND BUSN 6302 w/B or better)

**BUSN 6372. Business Analytics II.**

This course will cover data mining, text mining, and web mining for businesses as well as business case studies. In data mining for businesses, the topics will include various computational paradigms. In text mining for business the topics will include: information retrieval, text segmentation, information extraction, sentiment analysis, authorship analysis, and information visualization. In web mining for business, the topics will include: search engines, social media systems, web services and APIs, deep web spidering, cloud computing, mobile web, and big data analytics for business.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**Prerequisite(s):** (BUSN 6300 w/B or better AND BUSN 6302 w/B or better)

**BUSN 6398. Dissertation I.**

Dissertation I (0-0-3) This course represents the development of original research at the frontier of knowledge to demonstrate excellence in the field. After successfully defending the dissertation proposal, students must register for 6398 when work on the dissertation is begun. Thereafter, students must register for 6399 during the semesters in which work on the dissertation is being accomplished. Prerequisite: Department approval.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**BUSN 6399. Dissertation II.**

Dissertation II (0-0-3) This course represents the development of original research at the frontier of knowledge to demonstrate excellence in the field. After successfully defending the dissertation proposal, students must register for 6398 when work on the dissertation is begun. Thereafter, students must register for 6399 during the semesters in which work on the dissertation is being accomplished.

Prerequisite: Department approval.

**Department:** Business

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours