

Department/Program:

Business, Accounting and Economics (Undergraduate)

Majors, Minors & Degrees:

Majors

Accounting (B.A., B.S.)
Business Administration (B.A., B.S.)
Business Analytics (B.S., B.A.)
Business-Sociology (B.S.)
Cybersecurity (B.A., B.S.)
Digital Marketing (B.A., B.S.)
Economics (B.A., B.S.)
Financial Planning (B.A., B.S.)
International Business (B.A.)
Project Management (B.A., B.S.)

Minors

Accounting
Business Administration
Economics
Finance
Human Resources Management
Marketing
Project Management

The Bachelor of Arts (B.A.) and Bachelor of Science (B.S.) degrees are academically equivalent within the department. The vast majority of students with an Accounting or Business Administration major choose the B.S. degree. The Economics major is traditionally viewed as a liberal arts major and therefore students often choose the B.A. degree. If a student chooses to graduate with two majors, and one major is only offered as a B.A or B.S., the second major should match the first major's degree.

Department Learning Outcomes

Majors will be able to:

1. Demonstrate application and integration of knowledge in the core functional areas of business (Accounting, Economics, Finance, Management, and Marketing).
2. Utilize critical and creative thinking through data and reasoning to engage in effective decision-making in business.
3. Use oral and written means of expression to communicate ideas and perspectives clearly while listening openly and learning from others.
4. Exhibit responsible, ethical, and meaningful civic engagement.

Courses

ACCT 1310 Principles of Accounting I (3 hours)

This is an introduction to the basic accounting model and the framework for developing financial statements. The major focus is on the study of generally accepted accounting principles as they apply to the measurement of income and the presentation of a firm's financial position.

(Normally offered each semester.)

ACCT 1320 Principles of Accounting II (3 hours)

The role of accounting in the formation and capitalization of corporations is studied. Other topics include cash flow, analysis and interpretation of financial statements, and basic managerial accounting.

Prerequisite(s): Grade of "C-" or better in ACCT 1310 Principles of Accounting I.
(Normally offered each semester.)

ACCT 1900 Selected Topics (1-4 hours)

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ACCT 1950 Independent Study (1-4 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

ACCT 1960 Special Projects (1-15 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor.

ACCT 1970 Internship (1-8 hours)

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.

Prerequisite(s): Permission of the department chair.

ACCT 2110 Intermediate Accounting I (3 hours)

A study of accounting theory and procedure and the preparation of financial statements for corporations. Subjects include present value concepts and the measurement, recording, and presentation of cash receivables, inventory, income, fixed assets, and intangible asset transactions.

Prerequisite(s): Grade of "C-" or better in ACCT 1320 Principles of Accounting II or permission of the instructor.
(Normally offered each fall semester.)

ACCT 2120 Intermediate Accounting II (3 hours)

A continuation of ACCT 2110 Intermediate Accounting I that includes a study of long-term liabilities, stockholders' equity transactions, and preparation of the cash flow statement.

Prerequisite(s): Grade of "C-" or better in ACCT 2110 Intermediate Accounting I.
(Normally offered each spring semester.)

ACCT 2280 Cost Accounting (3 hours)

A study of methods used in allocating costs and expenses to operations. The course involves the comparison of cost data with predetermined budgets and standards.

Prerequisite(s): Grade of "C-" or better in ACCT 1320 Principles of Accounting II or permission of the instructor.
(Normally offered each fall semester.)

ACCT 2440 Accounting Information Systems (3 hours)

Focuses on the collecting, processing, and communicating financial information in an organization. An entity's processing cycles are studied. Students receive hands-on experience with manual and computerized accounting applications, including spreadsheets.

Prerequisite(s): Grade of "C-" or better in ACCT 1310 Principles of Accounting I and ACCT 1320 Principles of Accounting II.
(Normally offered each spring semester.)

ACCT 2900 Selected Topics (3 hours)

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ACCT 2950 Independent Study (1-4 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

ACCT 2960 Special Projects (1-15 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor.

ACCT 2970 Internship (1-8 hours)

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.

Prerequisite(s): Permission of the department chair.

ACCT 3300 Managerial Accounting (3 hours)

This course studies advanced topics in providing and utilizing accounting information in the planning and controlling of business operations, in costing products or services, and in providing quality to customers. Students also study how this information is utilized to create value through improved decision-making from decisions regarding inventory to profitability analysis to long-term capital investments. This course also studies the use of financial information, as well as non-financial information, to evaluate business performance, strategy, and implementation.

Prerequisite(s): Grade of "C-" or better in ACCT 2280 Cost Accounting or permission of the instructor.

(Normally offered each spring semester.)

ACCT 3400 Individual Federal Tax Accounting (3 hours)

An introduction to Federal Income Tax laws through the study of the tax law, regulations, and procedures that apply to individual taxpayers. This course provides a basic understanding of the Federal Income Tax code and of tax compliance as it relates to individual taxpayers.

Prerequisite(s): Grade of "C-" or better in ACCT 1320 Principles of Accounting II or permission of the instructor.

(Normally offered each fall semester.)

ACCT 3500 Voluntary Income Tax Assistance (1 hour)

This is a service learning course that allows students to provide income tax preparation services, at no cost, to low income taxpayers in conjunction with the IRS. May be taken twice.

Prerequisite(s): ACCT 3400 Individual Federal Tax Accounting.

Archway Curriculum: Essential Connections: Experiential Learning: Exploratory

ACCT 3900 Selected Topics (1-4 hours)

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ACCT 3950 Independent Study (1-4 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

ACCT 3960 Special Projects (1-15 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor.

ACCT 3970 Internship (1-8 hours)

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.

Prerequisite(s): Permission of the department chair.

ACCT 4410 Corporate Federal Tax (3 hours)

A study of the tax law, regulations and procedures that apply to corporations and partnerships. This course also studies more advanced topics in individual and corporate Federal tax law.

Prerequisite(s): Grade of "C-" or better in ACCT 3400 Individual Federal Tax Accounting.

(Normally offered each spring semester.)

ACCT 4420 Auditing (3 hours)

This course provides an overview of the auditing profession and studies the various types of audit reports. Ethics and professionalism are discussed in the framework of the Code of Professional Conduct for Certified Public Accountants. Concepts such as materiality, audit risk, and evidence are visited, as well as audit planning, internal control, and workpaper documentation. The concept of audit sampling is introduced. Auditing applications to the various business cycles and financial statement accounts are explored.

Prerequisite(s): Grade of "C-" or better in ACCT 2120 Intermediate Accounting II or permission of the instructor.

(Normally offered each spring semester.)

ACCT 4430 Advanced Accounting (3 hours)

Students learn accounting issues related to corporate expansion and prepare financial statements for consolidated entities. International accounting standards, foreign currency, and partnerships are also studied. Additionally, at least 25% of the course focuses on accounting for government and not-for-profit organizations.

Prerequisite(s): Grade of "C-" or better in ACCT 2120 Intermediate Accounting II.

(Normally offered each fall semester.)

ACCT 4900 Selected Topics (3 hours)

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ACCT 4910 Directed Readings (1-6 hours)

An opportunity for students, under the supervision of a faculty member, to pursue scientific literature not covered in other coursework.

ACCT 4950 Independent Study (1-3 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

ACCT 4960 Special Projects (1-3 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor.

ACCT 4970 Accounting Internship (3 hours)

Each student must work with the department intern coordinator to obtain an accounting-related internship related to the specific area of emphasis or interest of the student. This course presents each student the opportunity for work-related application of accounting. Under special circumstances, a second internship may be taken for credit with the approval of the business department chair and the internship coordinator.

No Pass/Fail.

Prerequisite(s): Junior standing or permission of the department internship coordinator.

(Normally offered each semester including summer.)

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

BUSAD 1550 Introduction To Digital Marketing (3 hours)

Digital Marketing is a dynamic field with many different channels, each targeting unique audiences using specific analytics tools and strategies. This course uses case studies and hands-on exploration to survey these channels and trends, introducing key marketing concepts and how they connect to business and sales goals. Students will practice using realworld digital marketing tools and create strategy plans based on research and analysis of successful campaigns.

BUSAD 1650 Introduction to Project Management (3 hours)

This course will introduce students to the power of effective project management through two primary frameworks: waterfall and agile. Students will also learn vital project-management concepts applicable to a wider range of industries and occupations. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

BUSAD 1800 Personal Finance (3 hours)

Personal Finance is focused on giving college students the fundamental understanding and basic implementation skills in the following areas: insurance, investment, buying/leasing a car; renting/buying real estate, and personal accounting. This is accomplished through lecture, discussion, community experts, on-line resources, and completion of an extensive personal finance portfolio.

BUSAD 1900 Selected Topics (1-4 hours)

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 1950 Independent Study (1-4 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

BUSAD 1960 Special Projects (1-15 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor.

BUSAD 1970 Internship (1-8 hours)

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.

Prerequisite(s): Permission of the department chair.

BUSAD 2000 Principles of Marketing (3 hours)

Students examine the role of marketing in society with an introduction to the fundamentals of strategic marketing planning and the development of the marketing mix. Topics include buyer behavior, market segmentation, distribution, pricing policies, communication strategies, and product development.

(Normally offered each semester.)

BUSAD 2050 Career Navigation & Exploration in Digital Marketing (3 hours)

This course will help you find a job in Digital Marketing upon graduation. ot just any job; one that meets your personal and financial needs and makes you excited about the future. In this course, you'll explore career paths in Digital Marketing, potential salary outcomes, and different roles. Then, you'll pick target jobs and opportunities that are the best fit for you, and make a clear plan of action toward securing them.

BUSAD 2100 Business and Economic Statistics (3 hours)

An introduction to descriptive and inferential statistics. Topics include gathering, organizing, interpreting, and presenting data with emphasis on hypothesis testing as a method for decision making in the fields of business and economics. Procedures include z-tests, t-tests, ANOVAs, correlation, and simple regression.

Cross listed with **ECON 2100**.

Prerequisite(s): Demonstrated proficiency in high school algebra or permission of the instructor.

(Normally offered each semester.)

BUSAD 2300 Business Communication (3 hours)

This course will review the basics of effective oral and written communication and apply these basics to business writing and presentations. A variety of individual and collaborative projects, including memos, letters, and reports, will emphasize the process of drafting, revising, and editing business communications.

Prerequisite(s): Business Administration, Accounting, Economics, International Business, or Sport Management major.

Archway Curriculum: Essential Connections: Writing Instructive

Archway Curriculum: Essential Connections: Speaking Instructive

BUSAD 2350 Going Viral and Organic Growth (3 hours)

"Going Viral" is the goal of most web-based marketing content. Companies that generate content that can spread through the internet organically are the most successful in growing their brand. This course will teach you what drives people to share content and build shareable and meme-worthy content. By the end of this course, you will understand what drives viral sharing and learn how to facilitate it. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.

BUSAD 2450 Career Navigation & Exploration In Analytics (3 hours)

This course will help you find a job in Analytics upon graduation. Not just any job; one that excites you and meets your financial needs. In this course, you will explore career paths in Analytics, potential salary outcomes, and the skills you need to understand whether these salary outcomes will support you. This exploration will lead you to identify target jobs and opportunities. You will then plan the steps you need to take to achieve your goals and begin executing that plan

BUSAD 2460 Business Analytics I (3 hours)

This course focuses on using the most common business analytics tools in the industry. You'll build foundational skills in SQL and Tableau to extract, analyze, and visualize data. You'll also dive into database design, hypothesis testing, and the nuances of big data in the business landscape. Prerequisite: DATA-1350 with a grade of C- or better and Math-1300, BUSAD-2100 or ECON-2100.

BUSAD 2500 Principles of Management (3 hours)

An introduction to management theory and practice. Students explore the history of management and the environment in which managers operate. Classroom discussion focuses on the basic managerial functions of planning, organizing, leading, and controlling.

(Normally offered each semester.)

Archway Curriculum: Essential Connections: Experiential Learning: Exploratory

Archway Curriculum: Integrative Core: Power Thread

BUSAD 2550 Project Planning (3 hours)

Any successful project starts with a plan. This course provides students with a deep understanding of project planning. Projects are a series of tradeoffs between scope, cost, and time, so students will need to learn how to balance them to create a realistic and achievable plan. Students will also learn to leverage resources and manage risk, quality, and stakeholder expectations to ensure project success. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Prerequisite(s): Grade of "C-" or better in BUSAD 1650 Introduction to Project Management.

BUSAD 2700 Business Law I (3 hours)

An introduction to the law, the courts, torts and contracts. It will also explore the law's application to business. This is a required course for Business Administration and Accounting majors.

Prerequisite(s): Junior standing or permission of the instructor.

(Normally offered each semester.)

BUSAD 2800 Business Law II (3 hours)

A survey of the application of the law to business entities, with an emphasis on business formation, negotiable instruments and other legal matters. The course is designed to meet the needs of accounting students, prelaw students and students planning on attending graduate school. The course does not satisfy the Business Law requirement for Business Administration majors.

Prerequisite(s): Junior standing or permission of the instructor.

(Normally offered each spring semester.)

Archway Curriculum: Essential Connections: Speaking Instructive

BUSAD 2900 Selected Topics (1-5 hours)

A topical course designed to investigate any relevant subject matter not included in any of the standard courses. The title and content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 2900PW Selected Topic In Power Thread (3 hours)

Archway Curriculum: Integrative Core: Power Thread

BUSAD 2950 Independent Study (1-4 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

BUSAD 2960 Special Projects (1-15 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor.

BUSAD 2970 Internship (1-8 hours)

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.

Prerequisite(s): Permission of the department chair.

BUSAD 3000 Organizational Behavior (3 hours)

This course provides a conceptual framework for understanding behavior within the organization. Students explore behavior at the individual, group, and organizational levels. Units of analysis include personality, leadership, conflict, motivation, power, and politics.

Prerequisite(s): Grade of "C-" or better in BUSAD 2500 Principles of Management or permission of the instructor.

(Normally offered each fall semester.)

Archway Curriculum: Essential Connections: Discourse Instructive

BUSAD 3100 Managing Information Systems (3 hours)

This course will provide an introduction and overview to the managing of information systems (MIS) in today's organizations. The focus is on the use of strategic information systems related to decision making processes and activities in the functional areas of organizations such as operations, management, and marketing.

Prerequisite(s): BUSAD 2500 Principles of Management or permission of the instructor.

Archway Curriculum: Integrative Core: Innovation Thread

BUSAD 3150 Social Media Marketing (3 hours)

The average consumer spends 2.5 hours per day on social media sites. This course explores how to effectively use social media to move those consumers to action. In order to be a successful marketer, you must be able to plan a campaign that aligns with strategic goals, execute using the appropriate channels and tactics, and measure the success or failure of your efforts. By the end of this course, you will learn how to do just that. Prerequisite: BUSAD-1650 or BUSAD-2000.

BUSAD 3200 Human Resource Management (3 hours)

An in-depth study of current policies and problems in human resource management. Subjects include human resource planning, recruiting, selection, training, management development, compensation, discipline, labor relations, equal employment opportunity laws/regulations, and human resource management policies.

Prerequisite(s): Junior standing and a 1000- or 2000-level writing-instructive course.

(Normally offered each semester.)

Archway Curriculum: Essential Connections: Writing Instructive

BUSAD 3250 Lifecycle & Email Marketing (3 hours)

Lifecycle marketing is essential for businesses to maintain continuous engagement with customers by tailoring content to their specific stages. Emails are crucial for creating direct, personalized communication that varies by lifecycle stage. In this course, you'll learn to craft successful email campaigns within lifecycle marketing plans. By the end, you'll build a marketing campaign that drives customers to take desired actions based on their lifecycle stage. Prerequisite: First Year Writing; BUSAD-1650 or BUSAD-2000; and BUSAD-2450.

BUSAD 3300 Quantitative Methods (3 hours)

This course will review modern quantitative methods used in decision making. The intent is to expose the student to various modeling techniques and to apply these techniques using Excel. Topics include productivity and capacity analysis, forecasting, regression analysis, linear programming, PERT/CPM, and statistical process control.

Prerequisite(s): Grade of "C-" or better in BUSAD 2100 Business and Economic Statistics, ECON 2100 Business and Economic Statistics, MATH 1300 Statistics, or MATH 3300 Mathematical Statistics I, and one of MATH 1100 College Algebra or MATH 1600 Calculus I, or department chair permission.

(Normally offered each semester.)

BUSAD 3350 Search Engine: Optimization and Marketing (3 hours)

How do you find what you're looking for on the internet? Chances are, you turn to a search engine. Companies use Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to make sure you see them first every time you turn to a search engine. By the end of this course, you'll learn how to optimize a website to show up first on a search and build search ads that will drive customers to your website. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.

BUSAD 3400 Promotional Strategy (3 hours)

Focuses on developing the appropriate mix of promotional tools used in marketing communications, including advertising, sales promotions, public relations, sponsorship, point of purchase, and personal selling. Examines the relationship of promotional strategies to the communication process. Students develop an integrated marketing communications plan for an area business.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.

(Normally offered each spring semester.)

BUSAD 3450 Digital Marketing Analytics and Experimentation (3 hours)

Marketing professionals today have access to incredible amounts of data. The ability to use this data is what differentiates successful marketing efforts from failed ones. In this course, you'll learn to design experiments that rigorously test various marketing decisions, analyze digital customer behavior data using a variety of tools, and leverage data to refine marketing strategies and improve customer acquisition. Prerequisite: BUSAD-1650

BUSAD 3500 Consumer Behavior (3 hours)

Application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behavior as the basis for decision making by marketing managers. Designed to provide additional insight into sociological, psychological, and environmental factors affecting the consumer decision process and their importance to marketing strategies.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing and a 1000- or 2000-level speaking-instructive course.

(Normally offered each spring semester.)

Archway Curriculum: Essential Connections: Speaking Instructive

BUSAD 3560 Business Analytics II (3 hours)

This course is intended as a continuation of Business Analytics I. You'll build on your knowledge of business analytics tools by learning advanced SQL and Tableau skills and predictive modeling. This course is oriented around business case studies to apply this newfound knowledge to real-world scenarios. Prerequisite: Data-1350 with a grade of C- or better, BUSAD-2460 and a statistics course (Math-1300, BUSAD-2100 or ECON-2100).

BUSAD 3600 Negotiation (3 hours)

This course presents the fundamentals of business negotiation, strategies and tactics of a variety of negotiation styles and contexts, in addition to, individual differences and negotiation across cultures. Negotiation principles are analyzed through readings, cases, class discussion, presentations, and guest speakers. Application of these principles is provided during the course through a variety of negotiation exercises.

Prerequisite(s): Junior standing.

(Normally offered each spring semester.)

BUSAD 3650 Project Execution (3 hours)

In today's fast-paced work environment, no project proceeds from beginning to end without encountering unforeseen challenges, and the changing scope, priorities, or context of a project may require various adjustments. Additionally, project implementation and closure require conviction and trust in established processes and personnel. In either context, these are vital parts of a project's success and reflect how future projects will be managed. This course covers project execution, monitoring/control,

implementation/handover, DevOps, and project closure. This course intends to finalize students' preparation for their Project Management Practicum and Internship. This course is an online class offered through the Lower Cost Models Consortium.

Prerequisite(s): Grade of "C-" or better in BUSAD 2550 Project Planning.

BUSAD 3700 Financial Management (3 hours)

Students are introduced to financial management of proprietorships, partnerships, and corporations. Concepts of risk and return, time value of money, and stock and bond valuation are analyzed from a quantitative approach and applied throughout the course. Additional topics covered are the cost of capital as related to discounted cash flow, capital budgeting, and strategic financing decisions. A project consisting of several spreadsheet applications will be utilized in order to expose students to their potential for financial analysis. Topics covered include: basic financial statements, financial ratio analysis, time value of money, valuation and rates of return, the cost of capital, and capital budgeting.

Prerequisite(s): Junior standing and grades of "C-" or better in ECON 1530 Macroeconomic Principles or ECON 1540 Microeconomic Principles, ACCT 1320 Principles of Accounting II, and a department-approved Math course (MATH 1100 College Algebra, MATH 1400 Pre-Calculus, or MATH 1600 Calculus I), or permission of the instructor.
(Normally offered each semester.)

BUSAD 3710 General Principles of Financial Planning (3 hours)

This course provides a comprehensive examination of the general principles of financial planning, professional conduct and regulation, and education planning. The course introduces students to the financial planning process and working with clients to set goals and assess risk tolerance. In addition, students will learn to process and analyze information, construct personal financial statements, develop debt management plans, recommend financing strategies, and understand the basic components of a written comprehensive financial plan. The course also covers the regulatory environment, the time value of money, and economic concepts. The course and curriculum are approved by the CFP Board of Standards. This course is an online class offered through the Lower Cost Models Consortium.

Prerequisite(s): Sophomore standing.

BUSAD 3720 Risk Management & Insurance Planning (3 hours)

This course provides a comprehensive examination of the general principles of risk management and insurance planning for individual and family clients. The course first introduces students to the risk management and insurance planning process and working with clients to analyze and evaluate risk exposures. Second, the core insurance lines of coverage are explored in detail, including health, disability, long-term care, life, and personal property and casualty (homeowners', personal auto policy, etc.). In addition, the student will learn to analyze an individual and family's insurance needs, select the most appropriate insurance policy and company, and understand a business owner's use of insurance to protect the business's assets and future income. The course and curriculum are approved by the CFP Board of Standards. This course is an online class offered through the Lower Cost Models Consortium.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning.

BUSAD 3730 Investment Planning (3 hours)

This course is designed for students interested in pursuing financial planning and asset management careers. This course explores the securities market, sources of information, risk/return, stocks, bonds, options, futures, and security analysis and culminates in portfolio construction and analysis. In addition, students will learn how to evaluate different asset classes for different investment objectives and determine their suitability for investors considering investment goals, time horizons, risk tolerance, and tax situations. The course and curriculum are approved by the CFP Board of Standards. This course is an online class offered through the Lower Cost Models Consortium.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning.

BUSAD 3740 Tax Planning (3 hours)

This course covers taxation for individuals, sole proprietorships, partnerships, and corporations, as well as the tax aspects of investments, insurance, annuities, and retirement planning. Students will identify the likely tax consequences of personal and business financial activities and select appropriate and lawful tax-minimizing tactics and strategies. The course and curriculum are approved by the CFP Board of Standards. This course is an online class offered through the Lower Cost Models Consortium.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning.

BUSAD 3750 Retirement Savings & Income Planning (3 hours)

This course provides students with the foundation to conduct a retirement needs analysis for individuals. In addition, students will understand the different types of retirement plans available to individuals and recognize the key factors that affect retirement plan selection for business owners. Students will evaluate and compare the characteristics of various retirement plans, address client suitability, and provide plan recommendations. The course covers tax-deferred retirement plans, IRAs, nonqualified plans, Social Security, Medicare, Medicaid, distribution strategies, taxation of distributions, and regulatory considerations. The course and curriculum are approved by the CFP Board of Standards. This course is an online class offered through the Lower Cost Models Consortium.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning.

BUSAD 3760 Estate Planning (3 hours)

This course introduces federal gift, estate, and generation-skipping transfer taxes and the many planning techniques used to minimize the impact of these taxes on transfers of wealth. It also explores the income-tax effects of gifts and bequests, particularly the limitations of income-shifting to family members. The non-tax aspects of estate planning, including the estate planning process, property ownership, planning for incapacity, and planning for business owners, are examined, as is the need for estate planning documents for individuals, spouses, and unmarried couples. The course stresses the need for balancing tax and non-tax considerations in creating successful estate plans. The course and curriculum are approved by the CFP Board of Standards. This course is an online class offered through the Lower Cost Models Consortium.

Prerequisite(s): Grade of "C-" or higher in BUSAD 3710 General Principles of Financial Planning.

BUSAD 3800 Investments (3 hours)

Students are provided with a background in investments, including the types of securities available to investors today in the money and capital markets and the security markets where they are traded. Fixed income and equity securities are analyzed from a quantitative perspective. Additional topics include various approaches to common stock analysis and open and closed-end investment companies. This course also requires students to manage funds for the University's endowment.

Prerequisite(s): Grade of "C-" or better in BUSAD 3700 Financial Management or permission of the instructor.

(Normally offered each fall semester.)

BUSAD 3850 Portfolio Management: NWU Student Investment Group (1 hour)

This course is an introduction to security and portfolio analysis. Students will be actively engaged in the management of monies received from Nebraska Wesleyan alumni and friends of the University. The monies are part of Nebraska Wesleyan's Endowment. Students will gain a fundamental understanding of portfolio management theories and their application by money managers in the market place. Emphasis is placed on gaining a better understanding and application of investment theories and concepts, and portfolio management including, but not limited to, economic, industry and company analysis, and the allocation of the NWU SIG's Fund assets. Performance is based upon total returns which are tracked by the University's consultants for the management of endowment funds. The Student Investment Group evaluates securities for sale on a regular basis and may sell securities as the SIG concludes is most appropriate. Decisions for the purchase of securities must be presented to a committee per Nebraska Wesleyan's SIG Guidelines which are part of the Board of Governor's Investment Policy Statement. Each spring semester an annual newsletter is created regarding the SIG's activities and performance. This newsletter is used for several purposes including reporting to the Financial Committee of the Board of Governors whom is ultimately responsible for the portfolio. No P/F.

Prerequisite(s): BUSAD 3700 Financial Management or permission of the instructor.

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

BUSAD 3900 Selected Topics (1-4 hours)

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 3950 Independent Study (1-4 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

BUSAD 3960 Special Projects (1-15 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor.

BUSAD 3970 Internship (1-8 hours)

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.

Prerequisite(s): Permission of the department chair.

BUSAD 4000 Bank Management (3 hours)

Students will examine bank management from a practical perspective. This includes the organization of the banking system, the evolution of bank regulations, and the perspectives of bankers and regulators toward these rules. Trends in banking and its competition and liquidity, loan, and investment management will also be studied. Students will discover the unique challenges confronting managers of commercial banks as they operate within various competitive markets.

Prerequisite(s): Grade of "C-" or better in BUSAD 3700 Financial Management.

(Normally offered each fall semester.)

BUSAD 4100 Advanced Human Resource Management (3 hours)

Labor legislation, labor trends, and many controversial and contemporary human resource management problems are explored. The course is taught by case method along with lecture and general discussion of selected topics related to current personnel problems and trends. The cases used are designed to demonstrate the student's ability to apply sound human resource management concepts and principles in arriving at effective and workable solutions to complex contemporary problems.

Prerequisite(s): Grade of "C-" or better in BUSAD 3200 Human Resource Management.

BUSAD 4200 Marketing Management (3 hours)

This course is taught from the leader's decision-making perspective with an emphasis on the marketing manager's role in the development and analysis of goal-oriented marketing strategies. Students explore how marketing decisions impact the overall development including market research, promotion, pricing, distribution, and competitive strategies.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.

(Normally offered each fall semester.)

BUSAD 4250 Advanced Project Management (3 hours)

This course is intended to culminate a student's work in Project Management. Students will work in groups to manage a simulated project from scope to completion, encountering and overcoming challenges and complications along the way. This course will also provide students with an overview of the product life cycle, governance, and other topics to help contextualize project work. This course is an online class offered through the Lower Cost Models Consortium.

Prerequisite(s): Grade of "C-" or better in BUSAD 3650 Project Execution.

BUSAD 4300 International Marketing (3 hours)

Students will investigate the opportunities and challenges facing American companies seeking to expand their markets across international boundaries. Analysis includes a study of international marketing barriers, cultural patterns, adapting the product line to international markets, selecting channels of distribution, pricing strategies, and international communication strategies.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing and a 1000- or 2000-level speaking-instructive course.

Archway Curriculum: Essential Connections: Speaking Instructive

Archway Curriculum: Integrative Core: Going Global Thread

BUSAD 4350 Digital Marketing Analytics (3 hours)

Today, marketing professionals have access to incredible amounts of data. The ability to use this data is what differentiates successful marketing efforts from failed ones. In this course, students will learn how to analyze digital customer behavior data using various tools and use that data to test marketing hypotheses and improve customer acquisition. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing, Department approved Math class, and BUSAD 2150 Social Media Marketing or BUSAD 2250 Email Marketing or BUSAD 3350 Search Engine: Optimization and Marketing.*

**A department-approved math course includes: MATH 1100 College Algebra, MATH 1450 Finite Mathematics or MATH 1600 Calculus I.*

BUSAD 4400 International Finance (3 hours)

This course covers the basic concepts and practices used in the field of international finance including differences in both customs and operating procedures between the United States and its trading partners. The focus will be on their international monetary system and emphasis on the role of international finance in multinational corporations, financing foreign operations, foreign investment analysis, country risk analysis, government currency controls, exchange rates, and arbitrage.

Prerequisite(s): Grades of "C-" or better in *ECON 1530 Macroeconomic Principles* and *ECON 1540 Microeconomic Principles*. (Normally offered each spring semester.)

Archway Curriculum: Integrative Core: Going Global Thread

BUSAD 4450 Financial Plan Development (3 hours)

Students will develop a complete financial plan through case studies and interviewing mock clients. Presentations of a formal financial plan, demonstrating the ability to set client expectations and communicate with clients by answering questions and concerns, are also required. The course and curriculum are approved by the CFP Board of Standards. This course is an online class offered through the Lower Cost Models Consortium.

Prerequisite(s): Grade of "C-" or higher in *BUSAD 3710 General Principles of Financial Planning*, *BUSAD 3720 Risk Management & Insurance Planning*, *BUSAD 3730 Investment Planning*, *BUSAD 3740 Tax Planning*, *BUSAD 3750 Retirement Savings & Income Planning*, and *BUSAD 3760 Estate Planning*.

BUSAD 4460 Practicum (3 hours)

In this capstone course, students engage in a hands-on business analytics project, tackling a real-world data problem from start to finish. This immersive experience equips students with the skills needed for their future roles as analysts, with a special focus on honing job interview skills and communicating findings to stakeholders. Students will also learn how to build a portfolio for their job search. This online class has optional live sessions. Prerequisite: DATA-1350, BUSAD-2460, BUSAD-3560.

BUSAD 4500 Advanced Financial Seminar (3 hours)

A three-part seminar dealing with corporate finance, investments, and bank management. This course is considered to be the final course prior to job entry for a student who wishes to pursue a career in finance. This course also requires students to manage funds for the University's endowment.

Prerequisite(s): Grade of "C-" or better in *BUSAD 3700 Financial Management* or permission of the instructor. (Normally offered each spring semester.)

BUSAD 4600 Business Ethics (3 hours)

This course investigates ethical issues and moral dilemmas found in the modern business arena. The conflict between an organization's economic performance and its social obligations are studied. Various economic theories, legal regulations and philosophic doctrines are discussed. Contemporary Western moral philosophy, historic and contemporary Christian ethics, and social theory provide a context for the course. Case studies are integrated throughout the semester.

Prerequisite(s): Junior standing and a 1000- or 2000-level speaking-instructive course. (Normally offered each spring semester.)

Archway Curriculum: Essential Connections: Speaking Instructive

Archway Curriculum: Justice Thread

BUSAD 4650 Growth Marketing and Multi-Channel Digital Marketing Campaign (3 hours)

In the real world, companies use multiple channels for marketing efforts. Campaigns are spread across social media, email, search, and more for maximum reach and engagement, leading to multi-channel strategies. In this course, you'll learn to create effective multi-channel marketing plans, considering the advantages and disadvantages of each platform. By the end, you'll produce a portfolio-worthy digital marketing campaign plan that utilizes multiple channels. Prerequisite: BUSAD-1550, BUSAD-2050, BUSAD-3150 and BUSAD-3250.

BUSAD 4700 Entrepreneurship (3 hours)

Students use multidisciplinary business skills to identify, analyze, and execute practical management solutions to the various problems and opportunities of a small business enterprise. The major projects preparation of an actual business plan. Lectures and guest speakers from the community help provide students a clearer understanding of the link between theoretical studies and the practical world of business.

Prerequisite(s): Junior standing and grades of "C-" or better in *ACCT 1310 Principles of Accounting I*, *BUSAD 2500 Principles of Management* and *BUSAD 2000 Principles of Marketing*, or permission of the instructor.

(Normally offered each spring semester.)

Archway Curriculum: Integrative Core: Innovation Thread

BUSAD 4710 Entrepreneurship Practicum (1 hour)

Students will complete an entrepreneurial practicum with a local business owner related to an area of interest of the student. This course is designed to give each student experience and insight into the processes entrepreneurs use in finding practical managerial solutions to the problems/opportunities of a business venture.

Pre or corequisite(s): BUSAD 4700 Entrepreneurship.

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

BUSAD 4800 Strategic Management (3 hours)

This course integrates all prior accounting, business, and economics courses as final preparation for the student's entry into the business world or graduate studies. Case studies and computer simulations are utilized to enable students to gain an understanding of business operations and the application of business principles.

Prerequisite(s): Senior standing Business Administration, Accounting, or Economics majors, grades of "C-" or better in ACCT 1310 Principles of Accounting I, ACCT 1320 Principles of Accounting II, ECON 1530 Macroeconomic Principles, ECON 1540 Microeconomic Principles, and BUSAD 2500 Principles of Management and BUSAD 2000 Principles of Marketing, or permission of the instructor, and a 1000- or 2000-level writing-instructive course.

(Normally offered each semester.)

Archway Curriculum: Essential Connections: Writing Instructive

BUSAD 4900 Selected Topics (1-5 hours)

A topical course designed to investigate relevant subject matter not included in any of the standard courses. The title and content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

BUSAD 4910 Directed Readings (1-3 hours)

An opportunity for students, under the supervision of a faculty member, to pursue scientific literature not covered in other coursework.

BUSAD 4950 Independent Study (1-3 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives of the department. Independent Study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

BUSAD 4960 Special Projects (1-15 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor.

BUSAD 4970 Business Internship (3 hours)

Each student must work with the department internship coordinator to obtain a business-related internship related to the specific area of emphasis or interest of the student. This course presents each student the opportunity for work-related application of business interest. Under special circumstances, a second internship may be taken for credit with the approval of the business department chair and the internship coordinator.

No Pass/Fail.

Prerequisite(s): Junior standing or permission of the department internship coordinator.

(Normally offered each semester.)

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

BUSAD 4980 Senior Seminar (0-4 hours)

A research seminar in which students conducting their research to satisfy the senior comprehensive requirement meet regularly to share insights, progress, and problems encountered along the way.

BUSAD 4990 Senior Project (0-4 hours)

Independent field research for all majors.

BUSAD 5250X Leadership (3 hours)

See BUSAD 5250 Leadership.

Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and

Economics department chair.

BUSAD 5260X Organizational Behavior (3 hours)

See **BUSAD 5260 Organizational Behavior**.

Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

BUSAD 5300X International Business (3 hours)

See **BUSAD 5300 International Business**.

Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

BUSAD 5330X Business Ethics and Corporate Responsibility (3 hours)

See **BUSAD 5330 Business Ethics and Corporate Responsibility**.

Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

BUSAD 5430X Innovation (3 hours)

See **BUSAD 5430 Innovation**.

Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics department chair.

BUSAD 5500 Business Strategy (3 hours)

In this capstone course, MBA students synthesize the knowledge and skills gained throughout the program. Topics include the development and implementation of organizational strategies and policies, interrelationships between external and internal environments, identification, analysis and implementation of solutions to strategic situations. The class will complete a "live case" with a local business or nonprofit organization. Teams of students apply techniques in business finance, cross-functional alignment, competitive analysis, and the selection of tactics and provide recommendations to the organization. Prerequisite(s): BUSAD 5110, BUSAD 5040, BUSAD 5260, and BUSAD 5330.

BUSAD 5600 General AI For Managers (3 hours)

Generative AI (GenAI) is ushering in a new age of productivity in business. Managers who ineffectively adopt it risk being outpaced by forward-thinking competitors. This course equips students to drive impact in any industry using GenAI tools. You'll learn to engineer effective prompts, integrate AI into workflows, and develop innovative GenAI solutions, as well as explore ethical considerations and future trends.

BUSAD 5610 Business Use Cases For AI (3 hours)

Spreadsheet tools are the most universal and easily accessible program for most people to use and interpret data-and a vital skill for any analyst to know. In this course, students will learn data cleaning, financial modeling, optimization, and data visualization using PivotTables and PivotCharts, enabling students to analyze complex datasets, create forecasts, and effectively communicate insights to support data-driven decision-making in business contexts.

BUSAD 5620 AI Governance and Ethics (3 hours)

Alongside powerful data-driven solutions, AI opens a Pandora's box of ethical issues: data privacy, bias, transparency, and balancing automation with human oversight. AI governance may be the biggest ethical issue of our time, something essential for any manager to understand before implementing this new technology. Students will develop AI policies for ethics and compliance, mitigate AI-related risks, and communicate governance standards to stakeholders.

BUSAD 5650 Storytelling With Data (3 hours)

Storytelling is one of the oldest and most powerful tools for action, and this course empowers MBA students to transform raw data into compelling narratives that drive business decisions. By the end of this course, you'll be able to create data queries and visualizations, integrate data into business planning, and effectively communicate your findings, helping organizations turn data into a strategic tool for competition and innovation.

BUSAD 5660 Spreadsheet Modeling for Decision-Making (3 hours)

Spreadsheet tools are the most universal and easily accessible program for most people to use and interpret data-and a vital skill for any analyst to know. In this course, students will learn data cleaning, financial modeling, optimization, and data visualization using PivotTables and PivotCharts, enabling students to analyze complex datasets, create forecasts, and effectively communicate insights to support data-driven decision-making in business contexts.

BUSAD 5670 Python For Business Analytics (3 hours)

Managers who hope to stay competitive in business analytics need to be able to scale their analytics-and Python provides that solution. This course covers Python's significance in business analytics, setting up the Python environment, and learning basic syntax. You'll leverage three of Python's essential libraries-NumPy for numerical data, Pandas for data manipulation, and Matplotlib for data visualization-to use data to solve complex business problems.

BUSAD 5680 Managing AI Projects (3 hours)

AI project can help predict trends and optimizes operations, allowing businesses to understand not just what has happened but what will happen-and what should be done about it. By the end of this course, students will be prepared to drive financial and operational impact by managing AI project lifecycles: developing comprehensive project plans, managing data and models, ensuring effective deployment, and communicating progress and outcomes to stakeholders.

BUSAD 5700 Information Governance, Risk Management, and Compliance (3 hours)

Companies storing information are responsible for keeping it safe-and face consequences if they don't. Who's at fault after an attack and who must be informed? This course covers corporate governance principles, risk identification methods, business regulations, accountability, and audits. In a data-driven world, business leaders must handle data responsibly, and by the end of this course, you'll learn how to manage the growing legal obligations around cybersecurity.

BUSAD 5710 Network Architectures For Cyber Managers (3 hours)

In order to ensure a house is safe, we need to know how it's built. It's the same for cybersecurity: to ensure systems are secure, we need to understand their design and the unique security challenges of different network architectures and data storage solutions. By the end of this course, you'll be able to critique security for various network designs, including IT and OT systems, cloud environments, data storage, and IoT networks, in terms of cyber risk.

BUSAD 5720 Cyber Risk Management and Strategy (3 hours)

Cyberattacks today are inevitable-but the extent of the damage may rely on how much you, as the manager, are prepared. By the end of this course, you'll know how to create risk management strategies before, during, and after cyberattacks, developing incident response plans, understanding frameworks like NIST and MITRE ATT&CK, identifying proactive and reactive protection techniques, and debriefing with 'hotwashes.'

BUSAD 5730 Executive Cyber Defense (3 hours)

To defend against hackers, you need to think like a hacker. This course covers the fundamentals of ethical hacking, from Linux commands and open-source tools to attack tree construction and vulnerability research. By the end of the course, you'll be able to use what you've learned to analyze, interpret, and communicate penetration tests and security strategies to executives.

BUSAD 5750 Capital Markets and Investing (3 hours)

Investing involves risk-but this course teaches you how to manage that risk and make the right decisions to build and protect your wealth. What portfolio decisions are safer? How can companies thrive by balancing debt and equity? How can options mitigate risk? By the end, you'll have the financial acumen to make informed investment decisions, optimize portfolio performance, and master strategies for risk management, capital allocation, and sustainable financial growth.

BUSAD 5760 Financial Statements Analysis and Valuation (3 hours)

Financial statements are a gold mine that, when analyzed correctly, can reveal a company's financial health and potential for future profitability. And valuing a company is a critical skill in finance that both influences investment decisions and drives financial success. Through financial statement analysis, financial ratio analysis, risk assessment, pro forma financial statements, and advanced valuation techniques like DCF and comparable company analysis, students will gain the quantitative expertise to make informed investment decisions.

BUSAD 5770 Frontiers of Finance (3 hours)

Finance isn't a static field, and understanding disruptors like blockchain and cryptocurrency allows you to capitalize on opportunities that are revolutionizing financial operations. Students will describe and evaluate blockchain, analyze cryptocurrencies, and assess decentralized finance (DeFi) platforms. By course end, students will be ready to explore blockchain and crypto career opportunities and lead discussions on these cutting-edge technologies.

BUSAD 5800 Structure and Economics of the US Healthcare System (3 hours)

Healthcare systems are complicated structures beholden economically and legally to many different stakeholders and policies. When those factors change, they have consequences. Aspiring managers must be able to make informed decisions about what to do in the face of change. By the end of this course, aspiring healthcare system managers will be prepared to analyze the economic impact of policy changes on their institutions and tackle challenges such as hospital mergers, new payment models, regulated drug prices, and Medicaid insurance bids.

BUSAD 5810 Data Analysis for Healthcare Management (3 hours)

Healthcare managers that can leverage data analysis make more informed decisions that lead to better outcomes. Data in a healthcare context brings solutions, but also unique challenges that managers must navigate to harness its potential. In this course, students will explore effective management and integration of data-driven decisions in healthcare. By the end, students will be able to strategize and communicate data insights to drive ethical impact in healthcare systems.

CYBER 1700 Introduction To Cybersecurity (3 hours)

In today's world, no one is safe from cyber-attacks, but everyone can be prepared. This course will teach you how malicious actors use social skills and technology to facilitate cyber attacks and provide you with the tools and information you need to defend against those attacks. Whether you pursue one of the many available jobs in cybersecurity or just want to secure your own privacy, you'll learn how to make the Internet safer. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Archway Curriculum: Essential Connections: Writing Instructive

Archway Curriculum: Integrative Core: Power Thread

CYBER 2200 Career Nav & Exploratr In Cybersecurity (3 hours)

This course will help you find a job in Cybersecurity upon graduation. Not just any job; one that meets your personal and financial needs and makes you excited about the future. In this course, you'll explore career paths in Cybersecurity, potential salary outcomes, and different roles. Then, you'll pick target jobs and opportunities that are the best fit for you and make a clear plan of action toward securing them.

CYBER 2250 Google Cloud Computing Foundations (3 hours)

This course will introduce you to the fundamentals of Cloud Computing, Infrastructure and Networking, and will explore how the cloud is used in a range of situations, including IT, App Development and Machine Learning. By the end of the course you will know what the cloud is, and how to use it effectively. This course uses the Google Cloud Platform (GCP) and was built in concert with the Google Cloud Learning Services team. This online class has optional live sessions. Prerequisite: DATA-1350.

CYBER 2400 Network & System Security (3 hours)

Modern organizations know that even the strongest systems can be vulnerable to cyberattacks. As a result, jobs in cybersecurity are rapidly expanding as companies look to secure their digital assets. This course will teach you how to secure those assets by identifying and fixing potential security vulnerabilities. By the end of the course, you will be able to identify and remedy common network and systems vulnerabilities.

CYBER 2700 Cybercrime And Governance (3 hours)

Cybercrime is one of the biggest threats companies face on a daily basis, and they are constantly looking for new hires to help protect them. In this course, you will get a firsthand look at the methods used to commit cybercrimes. You will also learn how governments detect, investigate, and stop these crimes, and become familiar with the laws and policies in place to deter cybercriminals. This online class has optional live sessions. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions. Prerequisite(s): DATA 1700.

CYBER 3150 Networking Technologies and Telecommunications (3 hours)

Whether a workplace is just a few people connected to a wireless router, or a financial giant, wired directly into the Nasdaq, it likely relies heavily on Network Technologies. This course will teach you how networks work, and how to set up and secure them. By the end of this course, you will be able to manage and maintain a range of different network types. This online class has optional live sessions. Prerequisite: BUSAD-3150.

CYBER 3200 Security Operations (3 hours)

The moments after a breach can make or break an organization. When the unthinkable happens and a cybercrime is discovered, the actions taken by the security operations team can either contain the damage and restore order or lead to catastrophic consequences. This course examines the tools and techniques used to conduct investigations into cybercrimes and teaches the defensive skills necessary to ensure a breach doesn't occur in the first place. Prerequisite: CYBER-1700 and CYBER-2400

CYBER 3400 Ethical Hacking (3 hours)

To stop a hacker, you need to be able to think like a hacker. In this course, you will learn hands-on techniques for attacking and penetrating networks and systems. You'll learn the tools to launch these offensive tactics and then complete a hands-on project where you will be asked to ethically hack a real system. Prerequisite: CYBER-2400

CYBER 3600 The Future Of Cybersecurity (3 hours)

Technology is racing forward, and cybersecurity must stay ahead to meet new challenges and threats. In this class, you will learn about the changing landscape of cybersecurity, emerging mobile technologies that are likely to be targeted, and new forms of cyber-attacks being launched. By the end of the course, you will be able to implement the most cuttingedge practices in cybersecurity in order to protect against attacks. Prerequisite: CYBER-2400

CYBER 4800 Cybersecurity Capstone (3 hours)

The Capstone course is the culmination of the Cybersecurity program, allowing students to apply their knowledge to real-world challenges. Students will undertake a comprehensive project integrating various aspects of cybersecurity, including log analysis, vulnerability assessment, incident response, ethical hacking, and cloud security. This project will develop critical thinking skills and prepare students for major cybersecurity certifications. Prerequisites: *CYBER-1700, CYBER-2400, CYBER-2700, CYBER-3200, CYBER-3400, and CYBER-3600*

ECON 1530 Macroeconomic Principles (3 hours)

An examination of the macroeconomic theories, problems, and policies of the U.S. economy. Topics include supply and demand, a description of the main sectors of the economy, and the role of government in stabilizing the economy with monetary and fiscal policies.

(Normally offered each semester.)

Archway Curriculum: Foundational Literacies: Scientific Investigations: Social Science

Archway Curriculum: Integrative Core: Going Global Thread

ECON 1540 Microeconomic Principles (3 hours)

An examination of the microeconomic theories, problems, and policies of the U.S. economy. Topics include the theory of the firm, market structures, and current economic issues such as income distribution, antitrust policy, poverty, the farm problem, and

international trade.

Prerequisite(s): ECON 1530 Macroeconomic Principles strongly recommended.

(Normally offered each semester.)

Archway Curriculum: Foundational Literacies: Scientific Investigations: Social Science

Archway Curriculum: Integrative Core: Power Thread

ECON 1900 Selected Topics (1-4 hours)

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ECON 1950 Independent Study (1-4 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

ECON 1960 Special Projects (1-15 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor

ECON 1970 Internship (1-8 hours)

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.

Prerequisite(s): Permission of the department chair.

ECON 2020 Money and Banking (3 hours)

A study of the nature and function of money, monetary theory and policy, and financial institutions; and a survey of the historical developments that have affected the U.S. monetary system.

Prerequisite(s): Grade of "C-" or better in ECON 1530 Macroeconomic Principles.

ECON 2550 Microeconomic Theory (3 hours)

A study of the mechanisms by which resources are allocated in a market economy, the effects of imperfect competition upon resource allocation, and the pricing and employment of inputs.

Prerequisite(s): Grade of "C-" or better in ECON 1540 Microeconomic Principles

(Normally offered each fall semester.)

ECON 2560 Macroeconomic Theory (3 hours)

A study of the concepts and measurement of national income, including an analysis of the forces determining the level of national income and employment, the price level, and the rate of economic growth.

Prerequisite(s): Grade of "C-" or better in ECON 1530 Macroeconomic Principles.

(Normally offered each spring semester.)

ECON 2900 Selected Topics (1-4 hours)

A topical course designed to investigate any relevant subject matter not included in any of the standard courses. The title and content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ECON 2950 Independent Study (1-4 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

ECON 2960 Special Projects (1-15 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor

ECON 2970 Internship (1-8 hours)

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.

Prerequisite(s): Permission of the department chair.

ECON 3350 Introductory Econometrics (3 hours)

This course offers an introduction to the methodology and estimation of econometric models. We will do basic econometrics analysis, including simple and multiple regression analysis, ordinary least squares, binary models, cross section and time series analysis, hypothesis testing, model selection and specification, and data problems.

Prerequisite(s): ECON 1530 Macroeconomic Principles or ECON 1540 Microeconomic Principles and BUSAD 2100/ECON 2100 Business and Economic Statistics or similar statistics class from another department.

ECON 3900 Selected Topics (1-4 hours)

A topical course designed to investigate relevant subject matter not included in any standard courses. The title and the content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ECON 3950 Independent Study (1-4 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives for the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

ECON 3960 Special Projects (1 hour)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor

ECON 3970 Internship (1-8 hours)

An on-the-job experience oriented toward the student's major interest. The student is to secure a position in an organization that satisfies the mutual interests of the instructor, the sponsor, and the student. P/F Only.

Prerequisite(s): Permission of the department chair.

ECON 4570 International Trade (3 hours)

A study of the theory of international trade, commercial policy, international monetary affairs, and institutions for international economic stability and development.

Prerequisite(s): Junior standing and grade of "C-" or better in ECON 1540 Microeconomic Principles or permission of the instructor.

Archway Curriculum: Integrative Core: Going Global Thread

ECON 4580 Economic Development (3 hours)

A seminar on the problems of developing nations, using primarily Latin American examples to gain insight into the reasons why poverty persists alongside spectacular affluence. Economic justice is a primary focus. Topics will include the role of gender, transnational corporations, foreign aid, and various proposals to promote change and development, using an interdisciplinary approach.

Prerequisite(s): Junior standing a grade of "C-" or better in ECON 1530 Macroeconomic Principles or permission of the instructor. (Normally offered every other spring semester.)

Archway Curriculum: Foundational Literacies: Diversity, Equity, and Inclusion – Global

Archway Curriculum: Integrative Core: Going Global Thread

ECON 4610 Economic Viewpoints (3 hours)

An analysis of the various economic philosophies that have arisen from Western European and North American experiences. The senior comprehensive requirement may be met in this course by completion of a thesis satisfying departmental guidelines.
Prerequisite(s): Grade of "C-" or better in ECON 1540 Microeconomic Principles or permission of the instructor.

ECON 4900 Selected Topics (1-3 hours)

A topical course designed to investigate relevant subject matter not included in any of the standard courses. The title and content will be determined by current mutual interests of students and faculty. This course may be offered to meet a requirement for a major only by approval of the department chair.

ECON 4950 Independent Study (1-3 hours)

This is a research course. The student initially meets with the department chair to select a study topic and review research methods. At this time the student will be assigned a faculty resource person to guide his or her work and assist in an advisory capacity. A copy of the student's work is filed in the archives of the department. Independent study may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the department chair.

ECON 4960 Special Projects (1-15 hours)

Supervised individual projects for students on topics selected by the student in consultation with the instructor. Special Projects may not duplicate courses described in the catalog.

Prerequisite(s): Permission of the instructor.

ECON 4970 Economics Internship (3 hours)

Each student must work with the department intern coordinator to obtain an economics-related internship. This course gives opportunity for practical application of theoretical principles learned in the classroom. Under special circumstances, a second internship may be taken for credit with the approval of the business department chair and the internship coordinator.

No Pass/Fail.

Prerequisite(s): Junior standing or permission of the department internship coordinator.

(Normally offered each semester.)

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

ECON 4980 Directed Readings (0-4 hours)

An opportunity for students, under the supervision of a faculty member, to pursue scientific literature not covered in other coursework.

ECON 4990 Senior Project (0-4 hours)

Independent field research for all majors.