

# BUSINESS ADMINISTRATION (BUSA)

## **BUSA 101 Introduction to Business 3**

Students will be introduced to principles of contemporary business and its role in the free enterprise system. The course provides an overview of ethical and socially responsible business in a global environment, economic systems, entrepreneurship and forms of business ownership, principles of leadership and management, business operations, human resources management, marketing management, information technology and systems, accounting, finance and business law.

## **BUSA 121 Principles & Practices of Mortgage Lending I 3**

This course will specialize in issues surrounding the production and origination of residential and commercial mortgages, and commercial and consumer loans. Emphasis will be placed on key topics in the mortgage industry that will include fair lending law, ethical issues and behavior, fraud detection and proper due diligence. This course is designed to deal with the usage and customs among the mortgage lending industry, involving moral and professional duties and responsibilities toward one another, clients, lenders, and borrowers.

## **BUSA 122 Principles & Practices of Mortgage Lending II 3**

This course will cover career-related activities encountered in the student's area of specialization regarding originating and processing of mortgage loans. Emphasis will be placed on how to properly put a loan together to meet federal compliance under the supervision of a senior certified/licensed mortgage banker. This course is designed to develop a working knowledge of the steps of both loan originating and processing using actual mortgage documents in preparation for gainful full-time employment in the mortgage industry/field.

## **BUSA 130 Special Topics 1-3**

## **BUSA 140 Introduction to Career Building 1**

This course provides instruction and methods of exploration to enable students to effectively apply for internships as part of the career building process through internship research, resume building, and LinkedIn & Handshake site creation strategies. The course requires the students to evaluate resume and internship options, to each craft their own resume and LinkedIn site, and to select internship opportunities for which to apply. The result is that each student leaves the course prepared to apply for internships and aware of how to maintain and update the necessary materials to continue this process independently in the future.

## **BUSA 141 Interviewing & Strategies 1**

This course provides instruction and methods of exploration to enable students to effectively investigate industries, company cultures, careers, and specific jobs. The course requires the students to prepare for informational interviews, create and present elevator speeches, and update current resumes and LinkedIn sites. The result is that each student leaves the course prepared to meet with employers to investigate and pursue internships and careers and are aware of how to maintain and update the necessary materials to continue this process independently in the future.

## **BUSA 142 Final Preparation for the Workplace 1**

This course provides instruction of methods of exploration to enable students to effectively transition into the workplace. The course requires the students to create realistic expectations and understand what occurs in the transition from student to career person by engaging with alumni, practicing workplace troubleshooting, and growing their financial literacy including topics such as spending habits, budgeting, and debt management. Students will update their current resumes, LinkedIn & Handshake sites.

## **BUSA 150 Excel for Business Applications 3**

This three-credit course provides students with hands-on experience using Microsoft Excel Spreadsheet applications for personal and small business use. The following skills will be addressed: edit and format spreadsheets, add visual elements and charts, use functions and create formulas, analyze data and use formula auditing in a spreadsheet, add Excel Add-In programs and customize the ribbon, create Macros and use Visual Basic Applications.

## **BUSA 170 Mathematics for Business 3**

This three credit course is designed to provide students with an overview of today's business world and a working knowledge of its mathematical applications and procedures. This course provides solid preparation and foundation for going on to courses and careers in accounting, marketing, retailing, banking, finance, insurance, real estate, and business administration. Topics include: functions as mathematical models, equation-solving techniques, time-value of money and specific business math applications.

## **BUSA 202 Principles of Marketing 3**

Basic principles and practices involved in the distribution of goods and services, market surveys, advertising and salesmanship.

## **BUSA 206 Principles of Management and Leadership 3**

Planning, organizing, directing, coordinating and controlling the activities of the administrative unit; evolution of management thinking.

## **BUSA 221 Business Statistics 3**

Introduction to statistical techniques used in business to include: data collection, sampling, descriptive statistics, inferential statistics, regression analysis, forecasting. Credit earned only once for BUSA 221, MATH 220, PSYC 220, or SOCI 220.

**Core Category:** Mathematics

**Prerequisites:** BUSA 170

## **BUSA 230 Special Topics 1-3**

## **BUSA 250W Global Business 3**

Global Business is an interdisciplinary and multi-dimensional course pulling from political science, economics, history, sociology, and ethics as well as culture and leadership studies. It is designed to introduce students to the wide variety of players, issues, and trends in business at the international level. Students will learn how to start and grow businesses in foreign markets, examining the political, legal, and economic systems that affect those processes as well as ways to source capital to fund market expansion. They will also consider and evaluate the role and influence of Christian faith, reason, and justice on business decision-making at a global scale. Global business will be discussed from the perspective of entrepreneurs as well as for- and non-profit enterprises. Through a variety of writing assignments in the course, students will simultaneously apply their new global business knowledge and hone their business writing skills.

**Core Category:** Cultural Perspectives

**Prerequisites:** BUSA 101, ENGL 102, and MKTG 202 or BUSA 202

**BUSA 270 Management Information Systems 3**

A basic understanding of Information Technology is essential to anyone entering the business world today. This course will explore topics relevant to a business manager's interaction with Information Systems. Topics include IT support of business goals and strategies; organizational systems; e-commerce; data management; the role of the Internet as it relates to business; and ethical issues related to privacy and security.

**Prerequisites:** BUSA 101

**BUSA 302 Marketing Research 3**

Analysis of the principal internal and external procedures used in collecting, processing and evaluating both quantitative and qualitative data. Students will also apply research design and management of information for decision-making.

**Prerequisites:** BUSA 202 and BUSA 221

**BUSA 303 Consumer Behavior 3**

Course examines the relationship between buyer behavior and marketing decision making. Students will develop an awareness of various aspects of consumer motivation and behavior, including social, cultural, psychological, business and environmental influences.

**Prerequisites:** BUSA 202

**BUSA 305 Principles of Sales Management 3**

Principles underlying the sales process and practical application of these principles to selling institutions. Emphasis on essential qualities, right mental attitudes and necessary emotional control, as well as good selling skills necessary to sell self, services and products.

**Prerequisites:** BUSA 202

**BUSA 306 Global Business 3**

This course is designed to prepare students to understand issues related to international business practices. Students will examine various countries and regional trading blocks and their absolute and comparative advantages, some of their inherent competitive weaknesses, and the recruiting, hiring and training of local and expatriate managerial talent necessary for the organization to be successful. Other topics include an overview of some of the strategies necessary to develop long-term relationships within foreign business cultures, and the necessity that multinational organizations understand and adjust to some of the cultural differences of the countries in which they operate, while simultaneously maintaining consistency in their corporate culture and values. This course will use a combination of theory, guiding principles and best practices, simulations and personal experiences to communicate lessons in global management.

**Core Category:** Cultural Perspectives

**Prerequisites:** BUSA 101 or MKTG 202 or BUSA 202

**BUSA 311 Business Ethics and Leadership 3**

This course invites students to explore contemporary issues in business ethics in the broader context of Christian faith and justice. Students will examine the moral foundations of ethical business practice and decision-making in complex corporate environments, with special attention to the influence of Christian ethics. Key topics include moral reasoning, corporate governance, stakeholder relationships, and social responsibility. Through case studies and ethical frameworks, participants will develop critical thinking skills to analyze and address ethical challenges faced by businesses today and contribute to the development of responsible and sustainable corporate practices.

**Core Category:** Social Justice

**Prerequisites:** BUSA 101 or MKTG 202 or BUSA 202

**BUSA 311W Business Ethics and Leadership 3**

This writing-intensive course explores contemporary ethical dilemmas facing business persons for the purpose of developing analytical skills and discernment in ethical decision making and policy formation. Following a consideration of various theories of morality, the course utilizes the case method to highlight the relationship between specific normative decisions and broader philosophical/theological issues relating to moral theory. Specific topics to be discussed include corporate social responsibility, governmental regulation of the private sector, the use of cost-benefit analysis in policy formation, consumer protection, ethical issues in personnel management, discrimination, whistle-blowing, hostile corporate takeovers, ethical issues in advertising, and socially responsible investing. Special attention will be devoted to ways in which the Christian faith informs the motivation and structure of ethical decisions.

**Core Category:** Social Justice

**Prerequisites:** BUSA 101 or MKTG 202 or BUSA 202

**BUSA 321 Operations Management 3**

Survey of the functions and problems of service and production operations. Course includes analysis of the problems and practice of production systems design, production planning and scheduling, materials planning and procurement, capacity and quality control.

**Prerequisites:** BUSA 101 and BUSA 221

**BUSA 330 Special Topics 1-4****BUSA 340 Human Resources Management 3**

Policies and methods of obtaining and developing an efficient work force, including human resources planning, recruitment, selection, placement, development, performance evaluation, compensation practices and safety, benefits administration.

**Prerequisites:** BUSA 101

**BUSA 350 Business Law 3**

Review of the major legal issues governing business law. Covers federal, state, and local laws; regulatory systems; business organizations; contract, tort, and employment law issues; and the impact of legal structures on business practices.

**Prerequisites:** BUSA 101 or MKTG 202 or BUSA 202

**BUSA 395 Field Experience 1-3**

**Course is Pass/Fail**

**BUSA 400 Directed Study 1-3****BUSA 403 Contemporary Issues in Marketing 3**

This course is designed to address contemporary issues and interests in Marketing. Such topics as supply chain management, branding, customer relationship management, retailing, and others will be offered in various semesters. Prerequisite: Minimum grade of C in BUSA 202 and 302.

**Prerequisites:** BUSA 202 and BUSA 302

**BUSA 405 Integrated Marketing Communications 3**

This course analyzes the numerous methods used to communicate with customers. Organizations in the private as well as the public sectors understand that the ability to communicate effectively and efficiently with their targeted audiences is critical to the long-term success of the organization. Topics such as public relations, selling, and advertising and promotion will be explored. Students will complete the design and implementation of an integrated marketing communication plan.

**Prerequisites:** BUSA 202 and BUSA 303

**BUSA 480 Business Strategy and Policy 3**

An exploration of strategic planning through an intensive use of case studies and computer simulations. The course requires the graduating business major to analyze specific organizations and their environments and to develop logical alternative strategies. The result is that each student integrates the material from all other business and related courses in preparing rigorous written and verbal analyses and arguments. This course satisfies the College of Business and Leadership Culminating Senior Experience (CSE) requirement. Prerequisites: Minimum grades of C in BUSA 202 or ENTR 205 and FINA 360 or ENTR 360 and senior standing.

**Prerequisites:** BUSA 101 or MKTG 202 or BUSA 202; FINA 350, FINA 360 or LEAD 336

**BUSA 491 Integrative Practices 1 3**

These courses are designed to serve as a senior level capstone experience for business majors that incorporates all of the learning that has taken place over the student's tenure at Eastern University and applies that knowledge to actual work situations. Students join Enactus a national organization committed to igniting business innovation with integrity and passion in students. Students will collaborate with academic and business leaders in a variety of community outreach programs with social impact that sparks free enterprise to create a better world. Enrollment is reserved for those business students demonstrating impressive accomplishments and exhibiting motivation to explore the business world more deeply. A maximum of 18 credits of Integrative Practices course work may be earned. Prerequisite: The student must maintain a grade point average of at least 3.25 and be recommended by a faculty member.

**Instructor consent required**

**BUSA 492 Integrative Practices 2 3**

These courses are designed to serve as a senior level capstone experience for business majors that incorporates all of the learning that has taken place over the student's tenure at Eastern University and applies that knowledge to actual work situations. Students join Enactus a national organization committed to igniting business innovation with integrity and passion in students. Students will collaborate with academic and business leaders in a variety of community outreach programs with social impact that sparks free enterprise to create a better world. Enrollment is reserved for those business students demonstrating impressive accomplishments and exhibiting motivation to explore the business world more deeply. A maximum of 18 credits of Integrative Practices course work may be earned. Prerequisite: The student must maintain a grade point average of at least 3.25 and be recommended by a faculty member.

**BUSA 495 Internship 1-12**

This course is supervised experience and training in an organization of the student's choosing with approval from both the sponsoring organization and the supervising faculty. The internship will be designed to demonstrate the application of the principles learned in the classroom to actual business situations. Assignments will cover various aspects of a business firm, including where feasible: the general organization of the business, accounting, use of information technology, flow of orders, and methods of marketing. The student must spend 40 hours on-the-job for every credit hour earned.

**BUSA 498 Teaching Assistant 1-3****BUSA 499 Research Assistant 1-3****BUSA 502 Social Entrepreneurship 3**

A deep look at this innovative approach to social change and how it is affecting the global market. Students learn how to harness the power of business and entrepreneurial thinking for positive, sustainable change. Students analyze how social enterprises can interact with a broad audience including consumers, governments, nonprofits, and business to bring about positive social change.

**BUSA 505 The Business Environment 3**

Organizations of every size utilize core business functions and concepts such as marketing, human resources, accounting, financial management, economics, information systems, and operations management. Managers must understand these functional areas and the relationship between them in order to competently lead their team within the organization. This foundational course in the MBA program provides this necessary context and sets the stage for students to delve deeper into these concepts throughout their program.

**BUSA 510 Innovation and Design 3**

This course examines the culture required to build innovation within teams and organizations as well as equipping students with the mindsets and processes employed by innovative problem-solvers. The course provides a learning atmosphere that emphasizes creativity and innovation and has a distinct emphasis on skill development through dynamic engagement in real world problems using an entrepreneurial and design thinking mindset.

**BUSA 512 Organizational Sustainability 3**

An analysis of how organizations operate in ways that support the long-term viability of the social, economic, and environmental context around them. Students think critically about the role organizations play in social problems and social change, and they leave the course equipped to be advocates of operational sustainability.

**BUSA 515 Strategic Human Resource Management 3**

People are the most valuable asset of any organization. Demographic developments in the workforce and trends in the business environment are requiring organizations to focus on strategic talent management practices to turn human resources into a competitive advantage. Institutions face a myriad of challenges associated with recruiting, training and managing the modern workforce including remote workforce management, diversity, preparation for a challenging business environment, as well as heavy competition for top-tier talent. This course provides strategies for addressing these challenges, unlocking the potential of an organization's workforce, and cultivating a corporate culture that promotes effective strategy execution.

**BUSA 522 Managing a Socially-Minded Organization 3**

A survey of the nuanced management skills required to lead in nonprofit organizations, B-Corps, or businesses looking to improve their social impact. Students leave this course with a deep understanding of the leadership challenges present in socially-minded organizations and the specific skills required to manage in this context.

**BUSA 525 Innovation and Design 3**

This course examines the culture required to build innovation within teams and organizations as well as equipping students with the mindsets and processes employed by innovative problem-solvers. The course provides a learning atmosphere that emphasizes creativity and innovation and has a distinct emphasis on skill development through dynamic engagement in real world problems using an entrepreneurial and design thinking mindset.

**BUSA 538 Product Design 3**

Develop the skills to move an idea to being a viable product by learning the best practices of product development. Students learn tools and concepts such as defining consumer needs, design thinking, and prototyping. Students are given the opportunity to design and conceptually launch a product during the course.

**BUSA 545 Social Entrepreneurship 3**

In this capstone course, students will apply their knowledge of the fundamental areas of business to develop a comprehensive business plan which focuses on developing social, economic, and financial capital. Students will gain a fundamental understanding of stakeholder strategy in diverse cultural environments, and will explore the application of social entrepreneurship and social enterprise development as it relates to economic development in urban and in rural areas in the US and around the world.

**BUSA 550 Managing for Optimal Performance 3****BUSA 552 Evaluating Social Impact 3**

An in-depth look at how socially-minded organizations assess their social impact. This course explores a wide variety of evaluation techniques including qualitative methods, randomized and quasi-experiments, and change models. Students leave this course with a deep understanding of how change is measured and the skills to work in and lead organizations that are mindful of their social impact.

**BUSA 565 Marketing in the 21st Century 3**

Students will be presented with foundational marketing concepts necessary to complete and execute an holistic marketing strategy and plan, including digital marketing strategies such as internet advertising, search engine optimization, and social media marketing. Contemporary digital marketing technologies will be explored in the broader context of marketing and students will understand how to effectively measure and calculate return on investment from digital marketing strategies.

**BUSA 575 Data Analysis for Business 3**

With the proliferation of the internet, businesses are collecting incalculable amounts of data and are seeking new insights from it in order to improve performance and maintain an edge in the market. This course provides an introduction to the collection, cleaning, storage, statistical analysis, and management implications of business data. Students will gain the basic skills and managerial knowledge required to manage data-competent teams and organizations. NOTE: Students in the MBA Business Analytics concentration are not required to take this course.

**BUSA 585 Financial Accounting 3**

This course overviews the processes of financial reporting, summation, and analysis. Students will learn how to prepare and interpret financial statements, evaluate an organization's financial health, and forecast future financial decisions. The emphasis of this course will be on the managerial insights of financial accounting rather than day-to-day accounting practices. Students will be equipped with the skills and knowledge to effectively and responsibly manage the financial aspects of their teams, departments, and organizations.

**BUSA 615 Managerial Economics 3**

Managerial Economics utilizes microeconomic principles, econometrics, and game theory to analyze business decision making. Major topics include firm and consumer behavior, market structures, and industrial organization. Students will use a combination of theory and empirical techniques to critically analyze contemporary, real-world issues in economics and business.

**BUSA 620 Business Development and Enterprise Sustainability 3**

This course integrates the functions of management within a strategic framework to foster competitive advantage; the sustainability of resources, talent, customer loyalty; and organizational reputation. Students will learn to develop and evaluate strategic plans that account for organizational mission and goals and the economic, political, technological, social, and global factors they must confront. Emphasis is on the analysis of business challenges and opportunities; assessment of organizational capacity, policies and plan development, and the implementation of ethical management practices that drive organizational vitality, productivity, and sustainability.

**BUSA 625 Operations and Supply Chain Management 3**

This course provides students with the tools to manage a high-functioning operational unit. Particular attention will be given to operational efficiencies, quality management, supply chain management, data infrastructure, and performance measurement. Students will learn the activities involved in the delivery of an organization's value proposition.

**BUSA 630 Special Topics 3****BUSA 636 Social Impact Metrics and Measurements 3**

This course provides an introduction to frameworks, metrics, and tools for measuring the impact of a company, organization, or project. Students will learn how to define social impact success in the short-term and long-term, decide what to measure, and assess and value impact. They will study a number of metrics currently used by influential impact organizations with the goal of understanding constituent elements and creating new metrics tailored to specific initiatives. The course will also consider broader questions related to the benefits and limitations of impact evaluation and measurement.

**BUSA 660 Strategy 3**

Develop the skills to craft and execute a strategic framework that builds competitive advantage and steward resources, talent, customer loyalty, and brand reputation. Students learn to develop and evaluate strategic plans that account for organizational mission and goals in addition to the external environment including economic, political, technological, social, and global factors they must confront.

**BUSA 665 Leading Organizational Strategy 3**

Behind every successful organization is a well-crafted, well-executed strategy aimed at achieving the organization's goals. In this course, students will develop competencies to prepare and assess strategic plans. Tools will be provided to evaluate the organization's external and internal environments to build competitive advantage and improve company performance. Students will recommend strategic approaches to strengthen the company's competitive position in the market. The course culminates by examining the leadership challenges of strategic management and offering best practices for leading organizational change.

**BUSA 683 Building Social Enterprises for Scale & 3**

This course equips students with the tools and understanding for mobilizing enterprise resources to advance a mission driven venture. Students will evaluate strategic plans that account for social impact goals and the organizational, economic, political, technological, and global factors they must confront. Emphasis is on fostering a culture of innovation across the enterprise, integrating business logic models and theories of change; capacity planning, prototype development, and the implementation of management protocols that drive bottom line performance and deliver on mission.



**BUSA 685 Applied Knowledge Capstone 3**

A student-directed applied learning project completed under faculty advisement designed to allow students to demonstrate their management competency. Adopting the persona of a researcher, consultant, or founder of a new venture, students select a topic, problem, or opportunity to explore as a culminating project in the course. Students demonstrate mastery of their program's material by incorporating critical analysis, sound business principles, ethical standards, and best practices into a research paper, business plan, presentation, and/or pitch.

**BUSA 750 Strategic Management of Nonprofit Organi 3**

Guided by the unique purpose of the non-profit sector, this course will develop students' ability to manage organizational resources and practices strategically. Strategic management entails monitoring the effectiveness of the organization to ensure that it is healthy and aligned with its mission and strategic goals. This helps ensure that effective and efficient execution of these goals is taking place. The course will review strategic organizational issues that assist the executive leadership to align activities with goals, thus enhancing the organization's long-term sustainability and impact.

**BUSA 760 Advocacy and Public Policy 3**

As governments make public policies that have significant impacts on human relationships of all types, those who desire God's justice and peace for the world make understanding and influencing policy a priority. Thus, this course prepares leaders to analyze public policy and assess and deploy appropriate strategies to engage the public and governments at all levels. First, students will evaluate historic models of public engagement to assess the roles and strategies of groups engaged in civil society. Students will also become familiar with the range of government policy instruments and strategies used in various national and political contexts. Second, coursework will emphasize developing critical analyses of the broad range of conceptual and strategic approaches to advocacy and utilizing and evaluating policy analysis tools. Students will compare critical policy needs in various countries and appraise the policy analysis tools and advocacy strategies surveyed. In order to approach advocacy from a uniquely Christian perspective, participants will examine the Christian witness to the state (at all levels) and evaluate the role followers of Jesus have in walking with the oppressed to seek justice for them. Case studies from a variety of Christian and secular organizations will highlight the various approaches used to influence policy and levels at which advocacy can occur.

**BUSA 770 Advancement, Fundraising and Philanthropy for the Nonprofit 3**

This course will examine the timeless subject of philanthropy, beginning with its Judeo-Christian roots, tracing its development through history, and culminating with research findings in contemporary philanthropy. Historical analysis of the role of money and giving in society will be balanced with a view of modern philanthropic developments. Challenges to voluntarism and philanthropy will also merit our attention. The aim of our study, debate, interaction, and reflection will be to engage the hearts, minds and souls of those on whom our institutions depend—the philanthropists—in order to find a commonality of vision that extends shared wishes and dreams. The domains, structure, and competencies of the modern development office will be explored and practiced.

**BUSA 880 Collaborative Leaders and Partners 3**

This course will cover the development of a philosophy of partnership and collaboration for the organization tying it to the concepts of servant leadership and organizational stewardship. Practical implications will be the conceptual and practical questions in the design, implementation and ongoing management of partnerships both with the internal stakeholders and external organizations. Collaborative competencies and models of partnership between nonprofits and government, nonprofits and the church, and nonprofits and nonprofits will be examined.