



Course Descriptions
Business Administration & Finance
BUSA

Note: The course names and numbers below reflect the course listing for **Spring 2018**.

For **Fall 2017**, some course names and/or numbers differ from those listed below; however, content remains the same. For an accurate list of course names and numbers for **Fall 2017**, please refer to the *2016-2017 King University Catalog*.

BUSA 1700 Introduction to Business. This is an introductory course for both business and non-business majors. The course provides a broad understanding of the business community, its functions, terminology, occupational choices in the various fields of business, and the place of business in the American economy as a whole. Students will also learn about the challenging facets of business and its dynamic role in today’s environment. Students will be broadly introduced to business topics and gain a working knowledge of the components of business including management, human resources, marketing, and finance. Overall, the course will explore the field of business as offered in the Business Administration program in order to identify specific areas of interest or specialization..... 4 s.h.

BUSA 1900 (D) Introductory Special Topics. General topics elective for the non-major as well as the majorcredit to be arranged

BUSA 2000 (F/S) ENACTUS. ENACTUS is a global non-profit organization that partners with business and higher education to establish ENACTUS student teams on university campuses. The mission of ENACTUS is “Mobilizing university students to create economic opportunity for others while discovering their own potential.” Students are challenged to develop community outreach projects that reach ENACTUS's four educational topics: (1) Market Economics, (2) Entrepreneurship, (3) Personal Financial Success Skills, and (4) Business Ethics. ENACTUS team members leverage their personal educational experiences, the expertise of their faculty advisors, the support of their local business advisory boards, and the resources of their institutions to implement programs that create real economic opportunities for members of their communities 1 s.h.

BUSA 2010 Digital Skills for 21st Century Workplaces. Students master Microsoft Office as they design resumes, write cover letters, as well as learn and practice basic Excel spreadsheet and PowerPoint presentation skills. Students also create a personal presence on the web by making a blog that becomes a site for their personal professional portfolios. The course stresses digital literacy by teaching students cloud computing for individuals, simple design principles, some basic information about computers, how to designate safe and strong passwords, and what helps them be safe in social web environments 4 s.h.

BUSA 2100 Management Communication. Techniques and practices in business writing and oral communication, including communicating through letters, memoranda, reports, effective speaking, interviewing and conference skills 4 s.h.

BUSA 2130 (F/S) Business Communication. Techniques and practices in business writing and oral communication including communicating through letters, email, memoranda, reports; and effective speaking, interviewing, and conference skills. In addition this course will make use of computer-based presentation programs. This is a foundational course in the major 2 s.h.
Pre-requisite: ENGL 1110

BUSA 2200 Management Information Systems. An introduction to management information systems for decision-making. Students will learn the basic concepts of databases, spreadsheet software, and information technology as they relate to managerial decision-making and the maintenance of competitive advantage. 4 s.h.

BUSA 2251 (F/S) Principles of Management. A survey course with an overview of business operation, terminology, and practices; with an emphasis on introducing fundamental Management practices. Extensive use of static case studies, culminating with a dynamic computer simulation case..... 4 s.h.

BUSA 3010 (D) Personal Financial Planning. An introduction to the basic concepts of personal financial planning such as career and financial objectives; saving and investment strategies; insurance; income; and estate planning. The development of a workable personal financial plan will be stressed 4 s.h.

BUSA 3020 Accounting and Finance for Healthcare Leaders. This course is designed to provide administrators with the knowledge of accounting and finance necessary to manage for-profit, nonprofit, and managed health care organizations. Reimbursement of health services as well as governmental programs such as Medicare and Medicaid will be included. Discussions will emphasize the application of this information to give students the necessary tools to make effective financial decisions for an organization.... 4 s.h.

BUSA 3100 (A/F-E) Cost Accounting. An advanced study of (1) cost accounting: job order, process, and activity-based cost accounting systems, and (2) managerial accounting as a decision support information system, helping managers make decisions regarding pricing, product mix, and resource allocation 4 s.h.

BUSA 3110 (F), 3120 (S) Intermediate Accounting I and II. An analytical study of accounting theory and practice 4 s.h.
Prerequisite: BUSA 2630

BUSA 3200 Financial Accounting. An introduction to financial accounting principles and practices, financial statement analysis, as well as managerial accounting 4 s.h.

BUSA 3210 Management of Organizations. A survey course with an overview of business operation, terminology, and practices with an emphasis on introducing fundamental management practices..... 4 s.h.

BUSA 3230 Corporate Finance. A study of the foundations of corporate financial management, including cash flow analysis, financial analysis and planning, management of financial resources, and Capital for the firm..... 4 s.h.
Recommended: BUSA 2630, 2650

BUSA 3231 Managerial Accounting. An introduction to managerial accounting, an accounting process where accounting information is used for managerial decisions. In

addition, this course will make use of a spreadsheet for managerial problem solving and scenario analysis 4 s.h.
Recommended: BUSA 2630

BUSA 3240 Principles of Marketing. Extensive study of business activities that seek to satisfy customer needs. Topics covered include an analysis of the marketing environment, industrial and consumer markets, buyer behavior, measuring and forecasting demand, and the marketing mix (product, price, promotion, and place). In addition, an emphasis on the interaction of management and marketing decision-making will be stressed..... 4 s.h.

BUSA 3260 Statistics and Business Research Methods. An introduction to inferential statistics and the major areas of research in business. Attention is given to problem definition, research design, information gathering, and data analysis and presentation to assist managers in the decision-making process. Each student will develop a research proposal and carry out a field project in a related business discipline 4 s.h.

BUSA 3271 Human Resource Management. Introduces the student to the human resources/personnel functions. Topics covered include recruitment, assessment, compensation, motivation, appraisal, development, legal environment, labor relations, and employee relations. Emphasis on how managers can deal with and utilize the human resources function. 4 s.h.

BUSA 3276 Business Law. An introduction to legal institutions and processes followed by a study of the laws governing contracts, torts, employment law, agency, sales, intellectual property, forms of business, and business regulation 4 s.h.

BUSA 3280 Strategic Management and Business Policy. An overview course that seeks to integrate the concepts, techniques, and knowledge from business administration and economics courses. Its primary focus is on strategic, ethical decision-making and servant leadership. This course culminates with a dynamic computer simulation case.... 4 s.h.

BUSA 3400 (D) Government and Business. A survey of government policies toward business; including the historical context, economic analysis, & critical review of policy proposals..... 3 s.h.

BUSA 3401 (U, D) International Business Practicum. Designed to integrate field experiences in international business with the major theoretical and analytical developments in the field of international business and management. Students select to participate in one of the two overseas-study programs that King offers: the Pacific Asian Business Studies (PABS) program, or the European Business Studies Program..... 4 s.h.
Prerequisites: Junior or Senior Business Majors

BUSA 3560 (A/F-E) Investment Management. This course balances theory and applications providing a survey of the important areas of investment: valuation, the marketplace, fixed income instruments and markets, equity instruments and markets, derivative instruments, and a cross section of special topics 4 s.h.
Prerequisite: BUSA 3550

BUSA 3620 (A/S-E) Organizational Behavior. An exploration of how individuals function in highly organized social systems with an emphasis on perception, motivation, job satisfaction, leadership, power, influence, training, and learning. 4 s.h.
Prerequisite: BUSA 2251

BUSA 3621 (A/S-O) Human Resource Management. Introduces the student to the human resources/personnel functions. Topics covered include recruitment, assessment, compensation, motivation, appraisal, development, legal environment, labor relations, and employee relations. Emphasis on how managers can deal with and utilize the human resources function..... 4 s.h.
Prerequisite: BUSA 2251

BUSA 3660 (A/S-E) Consumer Behavior. A study of consumer behavior and theory. Topics include the consumer decision-making process, segmentation, targeting, positioning, and brand loyalty. Course also emphasizes the development, implementation, and evaluation of effective marketing strategies based on these concepts..... 4 s.h.
Prerequisite: BUSA 3300

BUSA 3680 (A/S-O) Promotion Strategies. A study of the promotion strategies within the marketing function. Emphasis is on planning, creating, and evaluating effective advertising, sales promotion, and publicity programs to communicate among producers, intermediaries, and consumers. The societal impact and ethical aspects of promotion are considered..... 4 s.h.
Prerequisite BUSA 3300

BUSA 3700 (D) International Business. An introduction to global business management, including the strategy, structure, and functions of international business firms 4 s.h.
Prerequisites: BUSA 3300

BUSA 3740 (F/S) Professional Development Strategies. This course allows students to explore what is necessary to succeed in their chosen major, to further develop those skills for employment immediately after graduation, and to develop strategies for long-term career success. Not open to freshmen; must be completed prior to internship 1 s.h.

BUSA 3800/3830 Internship/Cooperative Education. For a complete description of Internships and Cooperative Education, see the Off-Campus Internship section under Experiential Learning.
Prerequisite: BUSA 3740

BUSA 3841 (A/S, E) Federal Taxation. An introduction to the taxation of individuals, partnership, and corporations. Computerized tax preparation will be introduced using sample returns..... 4 s.h.
Prerequisite: BUSA 2630 or concurrent enrollment

BUSA 3850 (F) Small Business Entrepreneurship. This course examines the development and management of the business venture. Topics include the innovation idea; the development of business and financial plans, feasibility studies, alternative models of financing, and the launching of the business venture 4 s.h.
Prerequisites: ECON 2000 and BUSA 2251, 2630, and BUSA 3300 or concurrent enrollment

BUSA 3900 (D) Special Topics. Guided research in special topics selected by conference between instructor and student. The proposal must be approved by instructor and reviewed by the department in advance of registration.....credit to be arranged

BUSA 4001 (F/S) Business Policy and Strategic Management. A capstone course required of all graduating seniors in Business Administration and Economics which seeks to integrate the concepts, techniques, and knowledge from business administration and economics courses. Its primary focus is on strategic, ethical decision-making and servant leadership. This course culminates with a dynamic computer simulation case.... 4 s.h.
Prerequisite: open only to graduating seniors

BUSA 4230 (F) Sales Management and Professional Selling. This course explores the buyer-seller relationship, sales skills development, sales strategy, and related marketing. The course specifically focuses on management of the sales process from lead generation and prospecting to customer relationship management, covering all interrelated aspects of development, planning, interpersonal communication, ethics, and professionalism. ... 4 s.h.
Prerequisites: BUSA 3300, 3660/3680

BUSA 4590 (A/S, E) Advanced Corporate Finance. Analysis of the concepts critical to the financial manager, including risk evaluation, cost of capital, capital structure, long-term finance, as well as topics of special interest, such as mergers, leasing, and multinational firms 4 s.h.
Prerequisite: BUSA 3550

BUSA 4790 (D) Marketing Management. This course emphasizes the roles and responsibilities of marketing executives to analyze marketing opportunities and problems, plan marketing objectives and strategies, and implement, control, and evaluate marketing programs. The case study method is used and students are required to develop a formal marketing plan for an organization..... 4 s.h.
Prerequisite: BUSA 3300

BUSA 4810 (A/F-O) Advanced Accounting. A study of special topics in financial accounting, including business combinations, fund accounting and foreign exchange transactions 4 s.h.
Prerequisite: BUSA 3110 or concurrent enrollment

BUSA 4820 Advanced Cost Accounting. An advanced study of (1) cost accounting; job order, process, and activity-based cost accounting systems and (2) managerial accounting as a decision support information system, helping managers make decisions regarding pricing, product mix, and resource allocation 4 s.h.
Prerequisites: BUSA 3200, 3231

BUSA 4870 (A/S, O) Principles of Auditing. The theory and practice of auditing and the standards used in the development of auditing techniques. The course examines audit practices for public and nonpublic organizations 4 s.h.
Prerequisite: BUSA 3110

BUSA 4890 Business Principles Seminar: Statistics. This course has been carefully designed to sharpen the graduate learner’s skill in quantitative analysis in order to make the quantitative and research methods course more productive and rewarding. Topics include coverage of basic spreadsheet analysis and inferential and descriptive statistics. This course is 2 weeks long and is exclusively online 0 s.h.

BUSA 4891 Business Principles Seminar: Economics. This course has been carefully designed to sharpen the graduate learner’s skill in economics analysis in order to make the Managerial Economics course more productive and rewarding. Topics include coverage of microeconomics. This course is 2 weeks long and is exclusively online 0 s.h.

BUSA 4892 Business Principles Seminar: Accounting. This course is designed to give the graduate business student an introduction to accounting. It is not a comprehensive course but a preparation for a more comprehensive course that the student will take during the progress of the graduate program. This course is for the student who either has no prior exposure to accounting or that exposure was long enough ago as to be effectively not useful to the student. This course is 2 weeks long and exclusively online..... 0 s.h.

BUSA 4893 Business Principles Seminar: Finance. This course is carefully designed to equip learners with fundamental skills and understanding of financial analysis. Topics include coverage of basic financial statement analysis and time value of money. This course is 2 weeks long and exclusively online 0 s.h.

BUSA 4894 Business Principles Seminar: Marketing. This course is an introduction to marketing principles in preparation for BUSA 5050: Strategic Marketing. Topics to be introduced include an analysis of the marketing environment and the marketing mix. This course introduces marketing principles to MBA students who have not taken an undergraduate marketing course. This course is 2 weeks long and exclusively online 0 s.h.

BUSA 4990 Comprehensive Assessment. Undergraduate level. All candidates for a degree from King are required to demonstrate competency in their major field. Students with more than one major must demonstrate competency in each of their major fields. All students will have to pass according to the minimum requirement of their department. Any student who does not meet the requirement (Pass) of their comprehensive assessment of their major field will not graduate until the requirement has been met. Comprehensive assessment in business..... 0 s.h.

BUSA 5010 Leadership. The course examines the leadership process as an influence relationship among leaders and followers. A central tenet of this course is that leadership can be learned. The course explores important organizational and behavioral issues in the leader-follower relationship; including the evolution of leadership theory, personal characteristics of leaders and followers, motivation and empowerment, teamwork, power and influence, and change management..... 3 s.h.

BUSA 5020 Managing for Organizational Effectiveness. This course addresses the critical need of managing human resources for organizational effectiveness. Topics include motivating individuals and teams, performance evaluation, distribution of power, information, and resources; intervention in systems; and creation of change-oriented cultures..... 3 s.h.

BUSA 5030 Quantitative and Research Methods. This course is an introduction to quantitative research methods in business. It addresses the various purposes and approaches to conducting research, studies the research process, and develops methods of analyzing data using statistical software as a tool to aid in management decision-making. Emphasis is on understanding the concepts of statistical analyses, choosing appropriate tools and procedures to use in a given context, using the computer to carry out the procedures, and then interpreting the computer results within the given context. Graduate learners will have an opportunity to synthesize these concepts as consumers of research (by critiquing published

research) and as producers of research (quantitative analysis is built into the remaining elements of the business program) 3 s.h.
Prerequisite: BUSA 4890 or a signed course waiver

BUSA 5040 Economics of Organizational Architecture and Strategy. This course is designed to expand the graduate learner’s understanding of how economic analysis can help corporate managers maximize firm value. Management theory has long recognized the importance of thoroughly assessing a firm’s internal and external environments as a foundation for strategic and operating initiatives. A thorough application of the tools of economics can enrich this process, providing new insights and strategic options. Accordingly, this course will concentrate on the use of economic tools to enhance the effectiveness of strategic positioning and organizational structure. Cases and problems are used to gain an understanding of these economic tools and their potential use for solving real-world problems..... 3 s.h.
Prerequisite: BUSA 4891 or a signed course waiver

BUSA 5050 Strategic Marketing Management. Marketing Management encompasses an extensive range of activities and concepts and is based on the systems approach to management. Today, marketing takes place in a very dynamic marketplace where national economies are being affected by globalization and technological changes. This course provides managers with a broad overview of marketing principles for both for-profit and not-for-profit organizations, including an emphasis on customer/client satisfaction and advanced marketing strategies. Graduate learners are given the opportunity to perform case analysis and develop a marketing plan. 3 s.h.
Pre-requisite: BUSA 4894 or a signed course waiver

BUSA 5051 Promotions and Advertising Strategy. An advanced study of the promotion strategies within the marketing function. Emphasis is on planning creating, and evaluating effective advertising, sales promotion, and publicity programs to communicate among producers, intermediaries, and consumers..... 3 s.h.

BUSA 5052 Consumer Behavior. An advanced study of consumer behavior and theory. Topics include the consumer decision-making process, segmentation, targeting, positioning, and brand loyalty. Course also emphasizes the development, implementation, and evaluation of effective marketing strategies based on these concepts 3 s.h.

BUSA 5060 (D) Managerial Communication. Professional managers must develop effective communication skills to enhance their ability to inform and motivate many interest groups: employees, supervisors, stockholders, clients, and other professionals. Assuming a managerial role, students prepare oral and written presentations for study groups and faculty. Students learn through feedback from individual reports, cases, letters, emails, and memos. In addition, teams will participate in the exercises in which students fill the role of executives in a business environment..... 3 s.h.

BUSA 5061 Accounting for Managerial Decision- Making. This course focuses on Cost centers and profit centers, examines cost accounting, job order process, and activity-based cost accounting systems, and managerial accounting as a decision support system. Cases and problems are used to gain an understanding of these economic tools and their potential use for solving real-world problems..... 3 s.h.
Pre-requisite: BUSA 4892 or a signed course waiver.

BUSA 5062 Strategic Financial Management. This course is designed to help managers understand financial analysis so that they can work effectively with financial decision-makers in organizations. Topics covered include financial statement analysis, risk and return, discounted cash flow analysis, cost of capital, capital budgeting, long-term financing, and working capital management..... 3 s.h.
 Pre-requisite: BUSA 4893 or a signed course waiver

BUSA 5063 Investment Management. Investment Management will provide both theoretical and practical coverage of investing in financial securities (stocks, bonds, and derivatives). The list of theories that will be presented includes efficient market theory, portfolio management and capital markets theory, and behavioral finance. On the practical side this course will assume that markets are generally efficient, at least in the long run, suggesting that securities are appropriately priced given their perceived risk and the expected return. However, we will discuss market anomalies that suggest that the market or segments of the market can be inefficient, or wrong, at any point in time. With the foregoing as a backdrop, this course will emphasize asset allocation and portfolio management. This course will also introduce the techniques and tools (including software applications) for evaluating firms and their underlying securities. This course will use a lecture format on textbook materials, supplemented with outside reading of investment journals and relevant case studies..... 3 s.h.

BUSA 5064 Financial Markets and Institutions. This course will examine financial markets and institutions including the various structures, development and their role in the economy. Topics include market operations, regulatory issues, and market efficiency. Types of institutions and markets to be covered include stock, bond, derivative, mortgage, commodity, as well as the Federal Reserve, International Monetary Fund, and the World Bank. Time will also be spent examining some innovations in financial markets including micro finance and other developments in emerging markets..... 3 s.h.

BUSA 5065 Special Topics in Finance. The course is a practicum or case method approach to timely topics that include international finance, mergers and acquisitions, corporate governance, and corporate restructuring 3 s.h.

BUSA 5066 (D) Managing Information Systems. This course focuses on management's role in planning, designing, implementing, and controlling information systems (IS). Information is a critical organizational resource. Topics include recent technological advances in hardware and software, systems design and applications development, end-user computing, telecommunications, management of systems projects, the role and organization of the IS function in the firm, strategic planning of information systems, and the use of information for competitive advantage..... 3 s.h.

BUSA 5069 Business Law. The purpose of this course is to enable students to reason about the role of ethics in business administration in a complex, dynamic, global environment. The development of ethical and moral frameworks by which business decisions can be made and professional moral conduct enhanced will be covered. Students will be pushed to think carefully about how they make decisions and develop their capacity to defend their decisions to other stakeholders. Operating from a leadership perspective, students will address a range of themes in the class, including basic concepts in ethics, responsibilities to stakeholders and the building blocks of markets, corporate culture, the sources of ethical breakdowns in organizations, managerial integrity, value creation, and personal values and managerial choice..... 3 s.h.

BUSA 5085 International Business. This course is designed to familiarize students with the issues involved in competing in global markets, such as market entry choice, cross-cultural management, international laws and government relations, joint-venture management and negotiating. The course also explores future scenarios for the global marketplace..... 3 s.h.

BUSA 5090 Strategic Management. In this course, graduate learners examine strategic processes that influence the direction of an organization. Graduate learners explore techniques for defining the mission and objectives of an enterprise, understanding competitive forces and industry dynamics, analyzing components of sustained competitive advantage, matching organizational strengths with environmental opportunities, and developing strategies and policies to achieve the organization’s mission and balance the interests of relevant stakeholders..... 3 s.h.

BUSA 5100 (F/S) Internal Auditing and Fraud Examination. The course will examine the theory and practice of internal auditing as well as the techniques used in fraud examination, including how fraud is committed, how fraudulent conduct can be deterred, and how allegations of fraud should be investigated and resolved 3 s.h.

BUSA 5110 (F/S) Financial Accounting and Analysis. This course addresses the accounting process used to measure and report economic events. It focuses on fundamental concepts, reading and utilizing information in financial statements. Students will be exposed to a financial analysis framework that provides links between a firm's business and its financial statements, associated disclosures, and valuation 3 s.h.

BUSA 5120 (F/S) Strategic Cost Management. An advanced study of (1) cost analysis, profitability analysis, variance analysis, strategic management of capital expenditures and operational budgeting and (2) managerial accounting as a decision support information system, helping managers make decisions regarding pricing, product mix, and resource allocation 3 s.h.

BUSA 5200 Building Competitive Advantage—Human Resource Development. This course gives the graduate learner the opportunity to study, in a seminar setting, the most recent thinking on building competitive advantage through human resource development (HRD). An integrated portfolio of topic areas and the opportunity to present current, relevant strategies and resources in today’s organizations will be focused upon throughout the course (elective) 3 s.h.

BUSA 5201 Operations Management. An advanced study of the field of operations management and decision theory as related to business, economic, and industrial decision-making in a changing global and technological environment. Emphasis is placed on the business processes that transform organizational and human resources into value-added goods and services. Extensive use of the spreadsheet as a decision support tool is integrated throughout the course 3 s.h.

BUSA 5202 Managing Risk in Human Resources. This course provides the graduate learner an opportunity to learn about managing risk in Human Resources. An integrated portfolio of topics including legal compliance, disaster preparation, business continuity/recovery planning, financial implications of managing risk, the employee-supervisor relationship, and Human Resources related audits will be covered 3 s.h.

BUSA 5203 Training and Development of Human Resources. This course provides the graduate learner an opportunity to learn about managing training and development

in Human Resources. An integrated portfolio of topics including learning theories, needs assessment, conducting training, facilitating employee development, and determining Return On Investment (ROI) will be covered 3 s.h.

BUSA 5300 New Venture Creation. This course examines the process of entrepreneurship, including the generation of potential business opportunities, evaluation of venture potential, development of a new venture team and an entrepreneurial organization, startup, growth, and harvest strategies for entrepreneurial ventures, and marketing of new ventures (elective)..... 3 s.h.

BUSA 5400 (D) International Business Practicum. Designed to integrate field experiences in international business with the major theoretical and analytical developments in the field of international business and management. (elective, additional fees required)..... 3 s.h.

BUSA 5410 Healthcare Systems. An introduction to the structure and function of the medical care delivery system. Includes basic concepts and measures of health, disease, quality, values, needs and utilization; issues in healthcare manpower, institutions and system organization; general issues in policy, reimbursement and regulation; broad community, and organizational considerations in medical care organizations 3 s.h.

BUSA 5420 Legal and Ethical Issues in Healthcare. Exposes the students to the legal system as it affects the healthcare industry. The course addresses the numerous legal and ethical issues raised by advances in technology, changing societal values, decreasing resources, and increasing professional liability..... 3 s.h.

BUSA 5430 Managed Healthcare. In-depth analysis of the various managed healthcare delivery models. Emphasis is given to the managed care continuum. Topics include: types of managed care organizations, provider payment plans, utilization control, underwriting and rate setting, management and marketing aspects, and legal and healthcare policy issues..... 3 s.h.

BUSA 5510 Leadership Strength Recognition and Development. In this first course of the Leadership specialization, students will learn how to identify, develop, and deploy leadership strengths as a result of increased self-understanding 3 s.h.

BUSA 5520 Critical Approaches to Leadership. This course will feature an analysis of the key debates within leadership and will delve deeper into leadership practices than traditional leadership theories provide. It will explore the idea of leadership as a distributed process between various agents in an organization and leadership as a psychosocial influencing dynamic. Students will be provided a framework that can be used to understand and implement ‘distributed’ leadership practices and learn to develop organizational processes that allow leadership to flourish at all levels..... 3 s.h.

BUSA 5530 Leading for Innovation. Students will explore how disruptive innovation, if managed and led properly, can result in winning market share in all types of industries, including successful non-profit enterprises. A robust theory for learning how to lead an innovative company to succeed during times of disruption by new technologies is offered, including techniques for implementation of successful innovative strategies..... 3 s.h.

BUSA 5550 Project Management Essentials. This course will focus on the essential activities of project management that include: planning, implementation, scheduling,

project control, closure, and termination. Additionally, the course will provide a generic approach and prospective to the project management process..... 3 s.h.

BUSA 5560 Project Management Body of Knowledge. This course utilizes a holistic approach that provides students with the skills and knowledge to manage technology, human resources, culture, stakeholders and other diverse elements necessary to complete a project successfully. Utilization of leadership, team building, conflict resolution, negotiation, and influence in equal amounts with traditional technical skills of any field will be practiced..... 3 s.h.

BUSA 5570 Project Process Architecture. The focus of this course is Project Process Architecture (PPA), which is a methodology specifically designed for IT/Business Projects so that movement through the projects can be accomplished at an accelerated pace. The student will be exposed to a process that involves 6 Stage Gates and 33 Steps, all of which are similar but uniquely different from the Process Groups and Knowledge Areas of Project Management Body of Knowledge. The process that will be mastered in this course has been successfully used in the following industries: banking, publications, manufacturing, finance, insurance, healthcare, education, apparel, communications, non-profits, and public organizations 3 s.h.

BUSA 5800 Internships. Through business internships, students have an opportunity to focus both their academic and career interests 2 s.h.

BUSA 5600 Business Developing and Networking Experience I. This pass/fail course is intended to make the MBA program more productive and rewarding for the student. It is designed to increase the graduate learner’s networking skills, to familiarize them with the changing business environment and to develop strategies for long term career success 0 s.h.

BUSA 5601 Business Developing and Networking Experience II. This pass/fail course is intended to make the MBA program more productive and rewarding for the student. It is designed to increase the graduate learner’s networking skills, to familiarize them with the changing business environment and to develop strategies for long term career success 0 s.h.

BUSA 5610 Systems Analysis. This course covers the project design and management of information systems in an organization. This course includes information about needs analysis, systems integration, and project management required to lead information systems projects in the modern firm. This is the first course of three in the MIS Specialization..... 3 s.h.

BUSA 5620 Information Security and Risk Management. This course covers the management requirements for identifying, auditing, and managing information systems security practices for the modern firm. The course includes information systems policy development, legal requirements of protected information handling, and information systems risk management and mitigation. This is the second course of three in the MIS Specialization..... 3 s.h.
Prerequisite: BUSA 5610

BUSA 5630 Strategic Management of Information Systems. This course will cover the management of information systems as an element of the overall strategy of a modern firm. The course includes information systems management, information systems as a

source of competitive advantage, and the role of information systems in a globalized workplace..... 3 s.h.
Prerequisites: BUSA 5610, 5620

BUSA 5640 Foundations in the Nonprofit Sector. Overview of the origins, size, scope, composition, operation, and legal ramifications of the unique nonprofit sector in American society today; introduction to the historical, political, and religious foundations of the nonprofit sector; examines theoretical and conceptual framework in the nonprofit environment. Students will learn the various characteristics that differentiate commercial business and government from the nonprofit sector; generally explores the role of governance, leadership, and management in the nonprofit sector..... 3 s.h.

BUSA 5650 Strategic Management and Leadership of Nonprofit Organizations. Examination of the roles and responsibilities of managers and leaders in nonprofit organizations to include the strategic management planning process; overview of the functional activities normally associated with nonprofits; special skills required for effective and ethical management from startup to maturity; normative issues surrounding management and leadership; considers the internal and external environment of the nonprofit organization 3 s.h.
Prerequisite: BUSA 5640

BUSA 5660 Marketing for Nonprofit Organizations. Overviews and examines the underlying fundamental principles, concepts, methods, and challenges of strategic marketing of nonprofit organizations. Class includes a comparative look at marketing in the commercial sector versus the nonprofit sector as a component of the nonprofit's overall strategic plan. It also provides an understanding of market segmentation within in the marketplace. Students will investigate the ethical implications of marketing for nonprofit organizations..... 3 s.h.
Prerequisites: BUSA 5640, 5650

BUSA 5670 Foundations and Descriptive Analytics. This is the first course in the business analytics specialization. This course will provide the basic foundations needed to understand business analytics, and to manipulate data using Microsoft Excel. The descriptive portion of the course will focus on the fundamental tools and methods of data analysis and statistics, focusing on data visualization, descriptive statistical measures, probability distributions and data modeling, sampling and estimation, and statistical inference. This course will include a discussion of the philosophies, tools, and techniques of decision analysis. This course sets the stage for BUSA 5680 and BUSA 5690 3 s.h.

BUSA 5680 Predictive Analytics. This course develops approaches for applying regression, forecasting, and data mining techniques. The course will include building and analyzing predictive models using spreadsheets, and as well as simulation and risk analysis..... 3 s.h.
Prerequisite: BUSA 5670

BUSA 5690 Prescriptive Analytics. This is the final course in the business analytics specialization. This course will explore linear, integer, and nonlinear optimization models and applications, including optimization with uncertainty. This course will include a discussion of the philosophies, tools, and techniques of decision analysis..... 3 s.h.
Prerequisites: BUSA 5670, 5680

BUSA 5990 Comprehensive Assessment. Graduate level. All candidates for a degree from King are required to demonstrate competency in their major field. Students with

more than one major must demonstrate competency in each of their major fields. All students will have to pass according to the minimum requirement of their department. Any student who does not meet the requirement (Pass) of their comprehensive assessment of their major field will not graduate until the requirement has been met. Comprehensive assessment in business..... 0 s.h.