

Course Descriptions

COMMUNICATION This module blends research, theory and practice in the art of effective team communication, presentation and facilitation skills, team dynamics, and written skills to create a dynamic contribution to the overall effectiveness of any organization. Each student comes to this course with expertise and experience; this module will reinforce individual strengths, identify areas of growth and set goals for development in the cohort as well as the workplace.

PROFESSIONAL BUSINESS WRITING This course focuses on effective writing techniques for professionals. Assignments include a business proposal, an employment letter, a memo, a performance evaluation, and interoffice correspondence. Since writing is a cumulative skill, an emphasis is placed on the revision process through online postings and in class peer feedback. Students learn to communicate professionally and succinctly using a variety of business formats.

HUMAN BEHAVIOR IN ORGANIZATIONS This is an introductory course on human behavior in the organizational setting. The focus of this module will encompass three levels of organizational behavior analysis: the individual, the group, and various modern organizational systems. There are two major goals: to provide students with a basic grounding in the most important principles in managing the human asset in organizations and to work to develop job relevant knowledge skills. The material covered will be applicable to a wide range of organizations and students should also find topic areas relevant to daily life.

MANAGING ORGANIZATIONS This module is designed to expand on the concepts presented and to understand why management is vital to the success of the organization. Students will better understand the functions and systems associated with sound management. Effectiveness and efficiency will be stressed, providing the venue for improving decision making skills and critical analysis. Students in this module will be required to choose an organization and, along with this organization, plan, organize, lead, and control a project that produces "real" results. This course will force students to have a complete understanding of managerial theory and apply this material in a practical and effective method.

AI IN BUS.: STRATEGIES, APPL. & ETHICS This course provides business students with a comprehensive understanding of artificial intelligence (AI) and its

applications in various business contexts. The course covers foundational concepts, practical applications, ethical considerations, and future trends in AI. Students will learn knowledge and skills needed to leverage AI effectively in their future business endeavors, while also understanding its ethical implications and future trajectory.

MANAGERIAL ECONOMICS Basic principles of economics at both the macro and micro levels will be explored. Topics of supply and demand, national income accounting, monetary and fiscal policies, business cycles, money and banking, interest rate determination, market structure, elasticity, international trade policy, and budget deficit are among the long list of topics discussed in this module. A high level of student interaction will be expected. The course is taught using practical materials that provide a better understanding and use of secondary data to make interpretations regarding future business environmental forecasts.

ACCOUNTING FOR MANAGERS This module is designed to help students use accounting information in the workplace. The course will not focus on rules of debits and credits nor the official preparation of accounting records like journals and ledgers; instead it will focus on understanding and use of financial information for planning business strategy. Decision making, evaluation of process improvements and performance, interpretation of corporate and annual reports, and recognition of internal control systems will be the materials presented in this module

FINANCIAL ANALYSIS & RISK MANAGEMENT An introduction to basic financial concepts: valuation techniques, the relationship between risk and return, and the workings of U.S. capital markets. This module will enable students to broaden their financial knowledge by blending the concepts and applications to better understand the risks involved in the venture. Also, projects dealing with capital budgeting, financial statements and portfolio management will be presented. The understanding of materials covered in this module is an essential part of the business concentration and will aid in the completion of the capstone project.

FUNDAMENTALS OF MARKETING This module will provide students with a solid foundation of marketing principles. Real world examples will abound, and students will be required to draw from their own experiences to further develop effective and efficient

methods for improved marketing opportunities. The core essentials of product, place, promotion, and price will reach higher levels when theory and experience is combined to produce new and innovative methods and procedures. Creativity and logic will be demonstrated as a winning combination to achieve profitability and knowledge attainment.

INTRODUCTION TO STATISTICS FOR BUSINESS This course introduces the use of statistical methods and tools in evaluating research data for business applications. Students will be exposed to inference and data exploration using modern statistical software and spreadsheets. Students will also be familiar with the interpretation of results. Upon completion, students should be able to apply statistical problem solving to business. RStudio and Excel will be integral to studying these topics.

DATA ANALYTICS & BUSINESS INTELLIGENCE Building on the transactional database understanding, the course provides an introduction to data and information management technologies that provide decision support capabilities under the broad business intelligence umbrella. Students will study how data drives business and strategic planning.

PREDICTIVE STATISTICS This course will provide an understanding of how predictive analytics are used for decision making in different domains. Students will demonstrate an understanding of statistical methods used to obtain and evaluate forecasts and will become competent in handling data and converting it into useful information. Statistical models are implemented using modern statistical software and spreadsheets.

FUNDAMENTALS OF PROGRAMMING I This is an introductory course on program design and programming: variables, data types, program structure, conditional logic, iteration, and event-driven programming. Modular program design including introduction to procedures, functions, and modular

development will be covered, as well as the project environment, compilation process, and debugging techniques. Students will learn the basic concepts of program design, programming, problem solving, and programming logic. Program development will incorporate various stages of the program development life cycle: designing a solution, implementing a solution in a programming language, and testing the completed application. Students will utilize UML structures to aid in program design and will develop several small programming projects using a modern programming language.

DATA MINING & STRUCTURES I Data mining is the process of extracting useful information and knowledge from a set of data. This course introduces the concepts of data mining, including techniques, implementation and benefits. Data mining covers a wide range of techniques to detect actionable patterns in data and generate predictions.

CORPORATE STRATEGY Because of day-to-day crises and pressures, organizations often struggle to set aside time to create a common future and plan to attain it. This module provides an overview of the strategic visioning process as it applies to organizations. Included in this module will be working definitions of mission, vision, core values, philosophy, objectives and strategic plans. There will be discussion of the integration of planning and implementation so that the student will walk away with critical thinking and planning skills.

MULTIDISCIPLINARY PROJECT (CAPSTONE) Utilizing their knowledge from the previous modules, students will create a case study from a selected organization. This case must uncover one main problem for the organization and provide viable and supported solutions to help create a better situation for the organization. The main part of this capstone is that each team presents a rich enough case that the reader will, with a fair amount of certainty, be provided with enough information to allow them the opportunity to solve the case using methods and techniques gained from business knowledge and experience