

# BUSA-BUSINESS ADMINISTRATION

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## **BUSA 1110. Intro to Business**

### **3 Credits (3)**

Fundamental concepts and terminology of business including areas such as management, marketing, accounting, economics, personnel, and finance; and the global environment in which they operate.

#### **Learning Outcomes**

1. Explain how business and entrepreneurship affect the quality of life and the world around us.
2. Explain the characteristics of the different forms of business ownership.
3. Perform basic stakeholder analysis concerning accountability, ethics and social responsibility of business.
4. Demonstrate knowledge of the various dimensions of the business environment including political and legal, socio-cultural, environmental, diversity, economic, technological, and global.
5. Describe the purpose and functions of finance, operations, marketing, management, accounting, and information systems.
6. Demonstrate basic skills such as use of common business terminology, information search skills, presentation and writing skills, and team skills.
7. Describe the purpose and content of a business plan.

## **BUSA 2230G. Human Relations in Business**

### **3 Credits (3)**

This course is an examination and application of personal and interpersonal competencies and skills needed in a business setting to understand oneself, one's co-workers, employers, and customers. Students will investigate and examine attitudes, behavior, ethical behavior and cultural influences that affect the business environment. It offers structured situations in which interpersonal relationships and communication skills are explored. May be repeated up to 3 credits.

#### **Learning Outcomes**

1. Identify and describe the relevance and development of human relations theories as they apply to management, interpersonal interactions, leadership, conflict resolution, and other behaviors in the workplace.
2. Critically examine how individual beliefs, values, attitudes, and perceptions of the world are formed and discuss how they affect self-esteem and human interactions in the workplace individually and in formal and informal groups.
3. Recognize differing communication styles and apply effective communication skills to various workplace situations.
4. Examine the interrelationships between self, culture, ethnicity, gender, and personal environment and analyze their effects on the development of individual work behaviors.
5. Articulate the factors that influence the development of communication, self-esteem, motivation, trust, leadership, and conflict resolution skills.
6. Apply knowledge of human behavior and its origins to the analysis of workplace case studies and the development of solutions to workplace dilemmas.
7. Apply ethical decision-making in business situations.