







nations and environmental factors that affect business operations within different nations. Topics include international trade and trade restrictions, the balance of payments, the international monetary systems, and the multinational corporation.

**BSAD384 (3)**

***Human Resource Management***

A survey of the objectives and issues associated with personnel management in organizations. Topics include studies in human resources planning and forecasting, job analysis and evaluation, personnel recruitment, selection and assessment, training and development, performance evaluation, compensation and benefits, grievance procedures and disciplinary actions. Prerequisite: BSAD355. *Spring*

**BSAD397 (1-3)**

***Topics in \_\_\_\_\_***

Intensive study of selected topics of current interest in the sub-discipline area noted and not ordinarily covered in depth in other courses. Repeatable in different topics with approval of department. Prerequisite: Permission of instructor.

**BSAD436 (3)**

***Motivation and Work Behavior***

Advanced topics dealing with individual and organizational factors affecting employee motivation, performance, and satisfaction. Areas may include the work climate, organizational attachment, job design, goal-setting, group dynamics, and reward systems. Cases and projects. Prerequisite: BSAD355. *Spring*

**BSAD438 (variable)**

***Workshop***

**BSAD450 (3)**

***Multicultural Business Relations***

A study of globalization and the increasing ethnic and cultural diversity in the workplace that requires managers to become more aware of and sensitive to the role of culture in business relations. Communication, negotiation, principles and practices of management in a cross-cultural context is the focus of study. *Fall*

**BSAD466 (3)**

***Practice Skills for the Long-Term Care Administrator***

The main objective is to prepare students for the national and state licensure examinations. Emphasizes the domains of practice not receiving enough coverage in other courses, such as patient-care management, physical-resource management, and life safety code. Prerequisite: BSAD360.

**BSAD467 (3)**

***International Management***

Among the subjects considered are the decision process in making investments abroad, relationships with host governments, and organizational and operating problems of the multinational corporation including setting strategic goals, personnel management, planning, communication, and control. Assumes a background in management and in the international environment of business. *Fall*

**BSAD475 (3)**

***Operations Management***

Analysis of problems and issues faced by production/operations managers in manufacturing and service industries. Concepts and techniques include operations scheduling, quality control, plant layout, facility location, line balancing, queues, production and inventory controls, forecasting and linear programming. Prerequisite: STAT285.

**BSAD487 (3)**

***Internship in \_\_\_\_\_***

A program of business experience. Student must be a Junior and have at least a B- cumulative GPA. For each hour of credit 75 hours of work experience is required. Full arrangements for a structured program must be made in advance. Graded S/U.

**BSAD494 (3)**

***Business Strategy and Decisions***

The goal of this interdisciplinary course is to enable students to develop and/or fine tune skills in the analysis of strategic and organizational problems and issues. Assumes the student has completed all BBA core requirements or is currently enrolled in the remainder.

**BSAD497 (1-3)**

***Advanced Topics in \_\_\_\_\_***

Topics of current interest in the sub-discipline area noted not ordinarily covered in depth in other courses. Repeatable in different topics with the approval of the department. Permission of the instructor required.

**BSAD498 (1-3)**

***Independent Readings/Study in \_\_\_\_\_***

Directed study or readings under the guidance of the instructor. Oral and reading reports may be required. Graded S/U. Permission of the dean required. Prerequisite: previous upper-division work in the discipline; minimum cumulative GPA of 2.75 and minimum GPA of 3.00 in business subjects.

**BSAD499 (1-3)**

***Independent Research in \_\_\_\_\_***

Study under the supervision of the instructor. Permission of the dean required. Prerequisites: previous upper division work in the discipline; minimum cumulative GPA of 2.75 and a minimum GPA of 3.00 in business subjects.

**BSAD500 (2)**

***Survey of Management***

Introduces concepts of effective management in organizational settings, and a general survey of the major marketing methods, institutions and practices. Not available for MBA program.

**BSAD515 (3)**

***Organizational Behavior***

Application of behavioral sciences to management. The examination of contemporary theories and principles of human behavior. Topics include perception, personality, attitudes, motivation, leadership, decision making, communication, group processes, diversity, organizational change, self-awareness, and stress management. Prerequisite: BSAD355.

**BSAD530 (3)**

***Management of Not-for-Profit Organizations***

Issues facing managers in third-sector organizations. Studies of the mission and objectives pursued, strategic leadership and board composition, organizational structure and operation, marketing and fund-raising, financial management, training and motivation of volunteers, assessment of stakeholder satisfaction and overall operating effectiveness. A major field project is required. Prerequisite: BSAD355.

**BSAD531 (3)**

***Health-Care Delivery in the U.S.***

Financing mechanisms, delivery organizations, and payment

systems for health-care services in the U. S. Explores the historical development, current trends, and future directions. Another approved course may be substituted if the student has already completed BSAD335 with a grade of B or better.

**BSAD532 (3)**  
***Health-Care Policy and Management***

Surveys current problems, policies, and management issues in health-care reform. Prerequisite: BSAD531.

**BSAD535 (3)**  
***Health-Care Institutional Management***

A study of health-care institutions, with special emphasis on the management of a community hospital. Prerequisites: BSAD531; BSAD355 or 515.

**BSAD545 (3)**  
***International Management***

implement different communication options within an organization. Prerequisite INFS226. *Fall*

**INFS318**

**(3)**

***Business Systems Analysis and Design***

Provides an understanding of the system development, modification, decision process, and choices in business process development and reengineering methodology. Emphasizes integration with users and user systems. Encourages interpersonal skill development, operations and maintenance of the system, and

**MKTG465****(3)*****International Marketing***

Marketing problems arising from various degrees of foreign involvement. Includes marketing research, project planning and development, pricing, promotion, distribution, and organization. Emphasis on management of these marketing functions in a multinational context where the parameters differ from those in domestic marketing. Prerequisite: MKTG310. *Fall*

**MKTG500****(2)*****Survey of Marketing***

A general survey of the major marketing methods, institutions, and practices. Not available for the MBA program.

**MKTG540****(3)*****Not-for-Profit Marketing***

Study of marketing concepts and tools for not-for-profit institutions. Topics include marketing research, product development, pricing, advertising, publicity, personal selling and marketing control. Prerequisite: MKTG310.

**MKTG680****(3)*****Research Methods/Marketing Strategy***

Survey of the strategic marketing process of analyzing research and market opportunities, selecting target markets, designing marketing strategies and evaluation marketing programs. Emphasizes anticipation and reaction to a changing environment through research analysis. Includes the research process from research design to data collection, analysis, and reporting. Prerequisite: MKGT310 and STAT285. *Spring*

# Graduate Programs

**Faculty**

*Accounting, Economics, and Finance*

Leonard K. Gashugi, *Chair*

Samuel Chuah

Ann M. Gibson

Mary Ann Hofmann