



# COLLEGE OF BUSINESS ADMINISTRATION

## Mission Statement

*The mission of the College of Business Administration is to provide opportunities for the self-directed adult students to learn knowledge and earn academic degrees needed to play a successful role in to day's local, regional, national, and international ever-changing, highly-specialized, and competitive business environments. These opportunities are well provided through offering flexible highly individualized degree programs designed to meet the educational needs of the students who are under time and location constraints. Rather than bringing the students to the classes at a specific time and a specified location, these programs direct the learning process to the student's comfortable place at his/her own convenient time.*

**Calendar Year**  
**January 2009 - January 2010**

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Any and all information in this publication is subject to change without notice. This information  
May include but not limited to available courses, tuition rates, and University policy.



## DEGREES OFFERED

- Bachelor of Arts in Business Administration (B.A.)
- Bachelor of Arts in Health Care Management (B.A.)
- *specifically designed for registered nurses*
- Bachelor of Arts in Hotel Management (B.A.)
- Bachelor of Arts in Tourism (B.A.)
- Master in Business Administration (M.B.A.)
- Doctor of Philosophy in Business Administration (Ph.D.)
- Doctor of Business Administration

Other business related concentrations may be offered at the discretion of the institution.

## THE PROGRAM

By offering a wide variety of off-campus courses, the School of Business Administration accommodates the self-directed students with the means to satisfy the various kinds of business-related educational needs that exist at different academic specialization levels. The students who benefit from such a program may fall into one or more of the following groups:

- Individuals who want to continue full-time employment while earning their degrees.
- Individuals who have interrupted their college education and find it impossible to return to campus to complete their degree requirements.
- Military Personnel who are stationed in remote areas.
- Military Personnel who are not stationed in one location for a sufficiently long period of time.
- Individuals already established in careers who do not require an academic credential, but need knowledge augmentation for more effectiveness.
- Students who wish to qualify for admission to graduate programs.
- Individuals who need academic credentials for their promotions.

Students who are pursuing a degree program may complete their degree requirements through a combination of taking correspondence courses at American Global University, independent and guided studies; concurrent classroom courses at accredited institutions, and credit transfers. Credits may be granted for the hours from colleges previously attended as well as for a careful evaluation of documented relevant life learning experiences. Appropriate military and professional educations are also considered in such an evaluation.

The program is implemented at three academic levels: bachelor's, master's, and doctoral.

## THE UNDERGRADUATE PROGRAM

The program leading to the *Bachelor of Arts in Business Administration* is primarily designed to provide the student with a solid and well-rounded education in Business. The competency that the student acquires is based on the foundation laid by the core curriculum, which include introductory courses in accounting, finance, management, marketing, and economics. Courses in the concentration area corroborate the core and enhance the student's ability to achieve his/her career objectives. The bachelor's degree program begins with general education courses, advances by core and concentration courses, and is completed with a final research paper, at the end, showing the ability of the student to analyze a business problem and make an appropriate decision suitable to the surrounding circumstances.

## UNDERGRADUATE GENERAL EDUCATION COURSE REQUIREMENTS

The general education program is designed to ensure that all American Global University graduates have a basic understanding of certain essential areas of knowledge. The general education program sets minimal requirements. Most departments of major study require additional courses in these areas, which are stated under the individual major degree requirements.

### Core Courses: (45 Credit Hours)

Dept. #	Title	Credit (SU)
ENG 100	English Grammar	3
ENG 101	English Composition I	3
MAT 101	General Mathematics	3
COM 105	Introduction to Computer Science	3
SOS 106	Introduction to Sociology	3
SOS 108	Introduction to History	3
MAT 111	College Algebra (Algebra I)	3
ENG 200	Basic Speech	3
ENG 201	English Composition II	3
SOS 109	Introduction to Geography	3
SOS 110	Introduction to Art	3
SOS 112	Religions of the World	3
SOS 206	American Government	3
SOS 208	Introduction to US History	3
PSY 400	Introduction to Psychology	3
<b>TOTAL</b>		

### Electives: (15 Credit Hours)

Dept. #	Title	Credit (SU)
CHM 101	General College Chemistry I	3
MAT 112	Pre-Calculus (Algebra II)	3

MAT 170	Introduction to Statistics	3	BUS 416	Supervisory Management	3
ACT 201	Accounting Fundamentals	3	BUS 417	Introduction to International Business	3
SOS 201	Introduction to Social Sciences	3	BUS 418	Consumer Behavior	3
CHM 201	General College Chemistry II	3	BUS 423	Service Marketing	3
SOS 203	Introduction to Philosophy	3	BUS 424	Human Relation in Organization	3
SOS 205	Introduction to Political Science	3	BUS 425	Ethics and Social Issues in Business	3
ECO 206	Introduction to Economics	3	BUS 426	Organizational Development	3
MAT 241	Calculus I (for Science & Engineering)*	3	BUS 427	The Role of Women in Management	3
MAT 242	Calculus II (for Science & Engineering)*	3			
MAT 253	Calculus III (for Science & Engineering)*	3			
SCI 201	Physics I (Mechanics of Motion)*	3			
SCI 202	Physics II (Electricity/Magnetism)*	3			

**\*Prerequisites for a BS degree in Information Technology.**

### **BACHELOR OF ARTS IN BUSINESS ADMINISTRATION (B.B.A.)**

- I. PREREQUISITES:
  - a. High school diploma or equivalent
  - b. Demonstrate the ability to succeed in undergraduate study.
- II. PROGRAM REQUIREMENTS: The total semester units required for graduation are as follows: unit requirement for general education is dependent upon the past experience of the applicant; 51 semester units in business courses; 21 semester units in elective courses in the area of desired concentration. The student must complete a minimum of 40 units while enrolled at American Global University. Comprehensive evaluation and counseling are most important at this degree level.

#### **Core Courses (48)**

Dept. #	Title	Credit (SU)
BUS 300	Introduction to Business	3
BUS 303	Principles of Accounting	3
BUS 305	Microeconomics	3
BUS 312	Organization & Management Theory	3
BUS 314	Introduction to Marketing	3
BUS 315	Small Business Administration	3
BUS 401	Introduction to Business Finance	3
BUS 405	Macroeconomics	3
BUS 406	Computer applications for Business Administration	3
BUS 408	Personnel Management	3
BUS 412	Business Law	3
BUS 419	Research Method in Business Administration	3
BUS 420	Production & Operations Management	3
BUS 421	Multinational Marketing	3
BUS 440	Senior Paper	6

#### **Electives (18)**

BUS 413	Introduction to Money and Monetary Systems	3
BUS 414	Introduction to Economic and Public Policy	3
BUS 415	The Contemporary Entrepreneur	3

### **Undergraduate Business Administration Concentrations**

- I. PREREQUISITES:
  - a. High school diploma or equivalent
  - b. Demonstrate the ability to succeed in undergraduate study.
- III. PROGRAM REQUIREMENTS: The total semester units required for graduation are as follows: unit requirement for general education is dependent upon the past experience of the applicant; 51 semester units in business courses; 21 semester units in elective courses in the area of desired concentration. The student must complete a minimum of 40 units while enrolled at American Global University. Comprehensive evaluation and counseling are most important at this degree level.

Business Administration Core Courses:  
 BUS 300, BUS 303, BUS 305, BUS 312, BUS 314, BUS 315, BUS 401, BUS 405, BUS 406, and BUS 408.  
 For course titles please see Business Administration core courses.

### **HEALTH CARE MANAGEMENT (36)**

Dept. #	Title	Credit (SU)
HCM 401	Health Care Management	3
HCM 402	Health Care Law	3
HCM 404	Health Care Financial Management	3
HCM 406	Health Care Information System	3
HCM 407	Quantitative Methods in Health Care Management	3
HCM 408	Quality of Health Care Services	3
HCM 409	Program Planning and Evaluation	3
HCM 410	Special Topic in Health Care Mgt.	3
HCM 420	Practicum	6
BUS 440	Senior Paper	6

### **HOTEL MANAGEMENT CORE COURSES (36)**

Dept. #	Title	Credit(SU)
HTM 101	Introduction to the Hospitality Industry	3
HTM 201	Introduction to Hotel Management	3
HTM 301	Lodging Operations	3
HTM 401	Introduction to Hotel Casino Operations	3
TM 401	Introduction to Fair and Theme Park Industry	3
HTM 403	Hospitality Franchising	3
HTM 404	Market and Feasibility Studies	3
HTM 405	Selected Tourism Topics	3
HTM 420	Practicum	6
HTM 450	Senior Paper	6

**BACHELOR OF ARTS IN TOURISM (36)****Core Courses**

Dept. #	Title	Credit(SU)
TRM 101	Travel and Tourism I	3
TRM 201	The Travel Agency	3
TRM 301	Travel and Tourism II	3
HTM 401	Introduction to Hotel Casino Industry	3
TRM 401	Introduction to the Convention Industry	3
TRM 402	Introduction to Fair and Theme Park Industry	3
HTM 404	Market and Feasibility Studies	3
TRM 405	Selected Tourism Topics	3
TRM 420	Practicum	6
TRM 450	Senior Paper	

**MASTER IN BUSINESS ADMINISTRATION**

Students who have already earned a bachelor's degree and been exposed to the business world would well fit in the *Master in Business Administration (MBA)* program. This program provides a broad business education, which develops fundamental skills in accounting, finance, marketing, organizational structure, and management of systems and human resources. It is especially adaptable to multiple executive career paths. It enables the students to pursue either a general MBA education or an MBA with concentration in accounting, finance, marketing, or management. Both options, however, require a thesis presenting the results of an original research by each student.

**I. PREREQUISITES:**

- a) Bachelor's Degree in Business or a related field from an acceptable institution or the equivalence of 126 semester units of applicable undergraduate work as determined by an in-depth evaluation of prior formal education, life and
- b) Work experience, specialized training, and military service.
- c) Demonstrate the ability to succeed in graduate study at the Master's Degree level.

**II. PROGRAM REQUIREMENTS:** The Master's Degree Program requires 36 semester units above the Bachelor's Degree level. Students with a bachelor's degree other than Business Administration must make up for the training deficiencies by taking additional courses selected under advisement. A minimum of 21 units of graduate work must be completed at American Global University.

**Core Courses (32)**

Dept. #	Title	Credit (SU)
BUS 500	Management	4
BUS 501	Business Communication	4
BUS 502	Business Strategy and Policy	4
BUS 503	Human Resources Management	4
BUS 504	Advanced Marketing Management	4
BUS 505	Management Finance	4
BUS 506	International Marketing	4
BUS 549	Thesis I	2

**Electives (4)**

Dept. #	Title	Credit (SU)
BUS 511	Managerial Accounting	4
BUS 512	Economics and Public Policy	4
BUS 513	Business Forecasting	4
BUS 514	Information System	4
BUS 520	International Business Law	4
BUS 521	International Business	4
BUS 522	Guided Research and Presentation	4
BUS 523	Independent Research and Presentation	4

**DOCTOR OF PHILOSOPHY IN BUSINESS ADMINISTRATION**

*The Doctor of Philosophy in Business Administration (Ph.D.)*. Program is designed for proficiency in the field of study. It prepares the students for careers in teaching, research, or higher levels of managerial positions. The educational needs of the positions of the business directors and senior specialists in the corporate environment are best met through this program. In addition to taking the highest level courses in the related field and passing the final qualifying exam, the student is required to demonstrate achieving mastery beyond the Master's level. This is ensured by employing research methodologies in an original work and presenting a dissertation representing a significant contribution to knowledge.

**I. PREREQUISITES:**

- a) Master's Degree in Business or a related field from an accredited or acceptable institution.
- b) Demonstrate the ability to succeed in the doctoral program.

**II. PROGRAM REQUIREMENTS:** The doctoral program requires 42 semester units above the relevant Master's degree. If the student's Master's degree is not in the same field of study as the doctoral program, the student must make up for his/her training deficiencies by taking the appropriate courses. A minimum of 30 units of graduate work must be completed at American Global University.

**Core Courses (34)**

Dept. #	Title	Credit (SU)
BUS 700	Advanced Business Strategy and Policy Formulation	4
BUS 701	Corporate Leadership Fundamentals	4
ECO 702	Advanced Economic Analysis	4
BUS 703	Advanced Research Methods in Business Administration	4
BUS 704	Advance Personnel Management	4
BUS 705	Organizational Relations	4
BUS 720	Empirical Research	1
BUS 748	Dissertation I	2
BUS 749	Dissertation II	3
BUS 750	Dissertation III	4

## Electives (8)

Dept.	#	Title	Credit (SU)
BUS	710	Leadership Behavior Motivational	4
BUS	711	International Economics and Trade	4
BUS	712	Contemporary Marketing Management	4
BUS	713	Organizational Design	4
BUS	714	Advanced Production Management and Operations	4
BUS	715	Introduction to International Business	4
BUS	716	Mgt. Practice and Organizational	4
BUS	717	Total Quality Management	4
BUS	718	Advance Management Finance	4
BUS	719	Advanced Financial Planning	4

DBA students may complete one 700 course and submit a research project in lieu of writing a dissertation.

## COURSE DESCRIPTIONS

### GENERAL EDUCATION

**ACT 201 Accounting Fundamentals** 3 Credit hours  
Theory and application of accounting principles for recording, summarizing, and reporting business transactions designed mostly for external uses. It includes valuation of asset items and handling liability and capital accounts of the balance sheet, as well as, revenue and expense recognition in preparation of the income statement. The emphasis in this course is on the financial aspect of accounting. (Prerequisite: General Mathematics or approval of academic advisor.)

**CHM 101 General College Chemistry I** 3 Credit hours  
This course presents an intensive technical program in general and inorganic chemistry for those in various professional curricula demanding competence in utilization of basic chemical principles and information. Emphasized are the relationships between structure and properties of matter. Chemical principles are presented both qualitatively and quantitatively.

**CHM 201 General College Chemistry II** 3 Credit hours  
This course presents kinetic theory and thermodynamics of gas phase, thermo-chemistry, molecular interactions in liquids and solids, acid-base and solubility equilibria, free energy and reactivity. (Four hours of video lab is a requirement.)

**COM 105 Introduction to Computer Science**  
3 Credit hours

This course familiarizes the student with foundations of algorithmic problem solving, problem specification, program design, and subsequent implementation using a high-level, structured, modern programming language. Also presented are computer hardware and software (including user view of operating systems), history of computing, computers in society and ethics. The student is introduced to the basic components of programming

languages, although a specific programming language (e.g. C++, Java, Modula 3) is used for program implementations.

**ECO 206 Introduction to Economics** 3 Credit hours  
This course provides an introduction to the principles, tools and models governing economics analysis with an overview of micro and macroeconomics, emphasizing terminology and methods of micro and macroeconomics. Includes a study of contemporary economics issues and problems.

**ENG 100 English Grammar** 3 Credit hours  
This course is intended to function as an introduction to college level composition. The course will emphasize composition, developing a personal style and gaining a sense of purpose and audience. The student will demonstrate an understanding of the writing process through completion of business letters, resumes and a research paper.

**ENG 101 English Composition I** 3 Credit hours  
The course is an introduction to the principles and methods of composition in the development of writing skills. Important components are reading skills, critical thinking, synthesis and the correct use of grammar and vocabulary.

**ENG 200 Basic Speech** 3 Credit hours  
Designed as an introduction to the principles of speech and communication, the student will become familiar with the basic principles involved in speech writing and public speaking.

**ENG 201 English Composition II** 3 Credit hours  
An analysis and application of methods of composition in the enhancement of writing skills.

**MAT 101 General Mathematics** 3 Credit hours  
Set, system of numeration, problem solving, real number system, consumer mathematics, mathematical system, probability, and statistics.  
Prerequisite: one year of high school algebra and geometry.

**MAT 111 Algebra I** 3 Credit hours  
Cartesian coordinate, graphing, lines, parabolas, functions, inverse functions, rational functions, exponential and logarithmic functions, roots of polynomials, system of linear equations, matrices, determinants, counting rules, mathematical induction, binomials.  
Prerequisite: three semesters of high school algebra and one year of high school geometry.

**MAT 112 Pre-calculus (Algebra II)** 3 Credit hours  
Trigonometric functions and their applications, inverse trigonometric functions, trigonometric identities, trigonometric equations, law of sines and cosines, complex numbers and DeMoivre's formula.  
Prerequisite: six semesters of high school algebra or college algebra.

**MAT 155 Discrete Mathematics I** 3 Credit hours  
Topics include: mathematical logic and proof techniques, predicate calculus with applications in computer

programming, Boolean algebra and computer hardware. Set theory, combinatorics, finite state machines, and complexity of algorithms.

**MAT 170 Introduction to Statistics** 3 Credit hours

The course will cover the following areas: percentiles, arithmetic mean, histograms, random numbers, normal curve, dichotomous curve, population, dispersion, correlation factor, error factor, standard deviation, regression, variance, covariance, chi-square tests, sequential analysis, binomial distribution, up and down method, discrete distribution.

**MAT 241 Calculus I** 3 Credit hours

Topics include: Calculus of functions of single variable; Limits and continuity; Differential and integral of polynomial; Rational, and trigonometric functions; Applications of derivatives; Definite integral and its application in calculation of area.

**MAT 242 Calculus II** 3 Credit hours

**Prerequisite: MAT 241**

Topic include: Transcendental functions and their derivative and integrals; Applications and different techniques of integration; Infinite series and sequences; Conic sections; Parameterized curves; Polar coordinates and graphs.

**MAT 253 Calculus III** 3 Credit hours

**Prerequisite: MAT 242**

Topics include: vectors and solid analytic geometry, vector valued functions; partial differentiation; gradients and directional derivatives; multiple integrals; integration in vector fields; path independence, potential functions, and conservative fields.

**PSY 400 Introduction to Psychology** 3 Credit hours

This course is designed to provide a basic framework for understanding fundamental theories regarding human behavior and psychology. The student is expected to gain an understanding and basic knowledge of the primary issues, concepts and tenets of human psychology and behavior in relation to consciousness, learning, cognition, memory, thinking, human development, abnormal behavior and cultural diversity.

**SOS 106 Introduction to Sociology** 3 Credit hours

This course is designed to familiarize the student with the science of evaluation, structure and functioning of human society, characteristics of social life and process of social interaction. Included are systematic studies of human institutions and social relationships as well as the principles underlying their function.

**SOS 108 Introduction to History** 3 Credit hours

This course is an introduction to the history of the modern world. Since no single memory or accounting can relay what has happened in the past, the student is asked to open his/her mind and explore the possibilities of what might have been.

**SOS 109 Introduction to Geography** 3 Credit hours

The regional geography of the world, population agglomerations, scale, culture, physical geography, site and situations, super nationalism, federations, irredentism, isolated states, geography of languages, nomadism, urban dominance, ecological trilogy, boundaries, feudalism, pluralism, physiological density measure, industrial locations, exchange economy, modernization, buffer states, heartland theory, developed vs. underdeveloped regions, Pleistocene cycles, regions of the world: Europe, North America, Central and South America, North Africa and Southeast Asia, Africa, India, China.

**SOS 110 Introduction to Art** 3 Credit hours

This course will concentrate on introducing the student to the art of the ages. In an attempt to provide insight to the layman, the course will view works of art in the context of time and circumstance. The course will explore personal taste as a part of art history and the continuous process in which established values are discarded and neglected ones are rediscovered.

**SOS 203 Introduction to Philosophy** 3 Credit hours

Philosophy is defined as the love and pursuit of wisdom by intellectual means. This course was designed to familiarize the student with the basic elements of ethics, social philosophy, political philosophy, philosophy of art, philosophy of religion, the theory of knowledge and metaphysics. The course will include the origin of Greek cosmology and philosophy and the beginning of systematic thought and scientific investigation concerning origin and nature of the material world, metaphysics and the theory of knowledge

**SOS 205 Introduction to Political Science** 3 Credit hours

This course will introduce the student to the basic ideologies of politics, political theories and structure.

**SOS 206 American Government** 3 Credit hours

This course is designed to familiarize the student with the leading areas of American political thought from the founding days of our country to the present. The course covers the route of American government and characteristics of American democracy and the American people. It also explains the major political philosophies, their political themes and questions of political theory. The course will also emphasize the role of the U.S. Constitution and offer a glimpse into human personality and the unique conditions that created such a strong desire for democracy.

**SOS 208 Introduction to U.S. History** 3 Credit hours

This course presents an introductory study of the history of the United States by focusing on the colonial origins, cultural heritages, political institutions, economic development and social interaction that created our contemporary society.

**SOS 112 Religions of the World** 3 Credit hours

This course is designed to familiarize the student with the movements and themes of the major religions of the world.

**SOS 201 Introduction to Social Sciences** 3 Credit hours  
This course will attempt to develop an overall comprehensive understanding of human society and culture in all forms by emphasizing interdisciplinary themes in anthropology, history, economics, geography, psychology, sociology and political science.

## **BACHELOR'S COURSES**

**BUS 300 Introduction to Business** 3 Credit hours  
This course reveals to the student the major components of a business, their functions, and the interrelationships. It teaches the fundamental concepts that brings the business world to life, and describes the broad impact that such a world has on our lives. It shows the way that this sector interacts with other sectors in the society, and illustrates the challenges, choices, and opportunities that business world provides for individuals

**BUS 303 Principles of Accounting** 3 Credit hours  
This course covers the fundamental concepts and assumptions underlying the preparation and analysis of the financial statements for various types of business ownership. Not open to accounting majors.

**BUS 305 Microeconomics** 3 Credit hours  
Discusses economic theories and applications at micro level, including subjects such as supply and demand, general equilibrium, price theory, theory of the firm, consumer behavior, indifference curves, cost benefit analysis, resource allocation, and market structure.

**BUS 312 Organization and Management Theory** 3 Credit hours  
Historical development of management and organization thought, examination of contemporary management theories, and application of management concepts and principles to formal organizations with emphasis on planning, organizing, staffing, directing, and controlling. Duplicates PUB 340.

**BUS 314 Introduction to Marketing** 3 Credit hours  
Deals with introductory materials related to the principles and practices of distribution of goods and services from producers to consumers in a free market economy, using such channels as wholesalers, retailers, brokers, and agents.

**BUS 315 Small Business Administration** 3 Credit hours  
This course is designed to apply management knowledge and skills to problems involved in planning and operating the smaller company with emphasis on preparation of a business plan and financial pro formats needed in starting and running a small business, including setting personal and business goals, searching the market and developing a market plan, determining the various physical and human needs, evaluating the available and obtainable resources, and sketching the growth path.

**BUS 401 Business Finance** 3 Credit hours  
A study of the principles and practices of finance with focus on standard methods of financial analysis. It discusses topics such as working capital, cost of capital, capital

budgeting, and return on investment as well as different methods of financing.

**BUS 405 Macroeconomics** 3 Credit hours  
Discusses economic theories and applications at macro level, including subjects such as economic institutions, monetary system, national income, employment, business cycles, public policy, and economic growth and stability.

**BUS 406 Computer Applications for Business Administration** 3 Credit hours  
A study of the components of computer-based business information system, including hardware and software with emphasis on micro-computers and applications of word processing, electronic spreadsheets, data organization, data communication and distribution, file processing, and use of a procedural programming language in daily business affairs.

**BUS 408 Personnel Management** 3 Credit hours  
A study of the principles and practices in recruitment, selection, staffing, training, promotion, and compensation of personnel. A brief survey of employee/employer relations and an overview of the impact of unions and government regulations on personnel management.

**BUS 412 Business Law** 3 Credit hours  
An overview of the legal issues encountered in business. Topics include laws and regulations related to contracts, consumer transactions, real and personal property, employment and labor relations, forms of business organizations, competition, antitrust, and bankruptcy.

**BUS 413 Introduction to Money and Monetary Systems** 3 Credit hours  
Discusses the function of money and monetary systems along with the money substitutes and financial institutions which maintains the flow of funds throughout the entire economy.

**BUS 414 Introduction to Economic and Public Policy** 3 Credit hours  
This course reviews the economic theories concerning the aggregate variables, and analyzes the impact of the monetary and fiscal policies on these variables (Prerequisite: approval of academic advisor).

**BUS 415 The Contemporary Entrepreneur** 3 Credit hours  
Covers theories, principles, and concepts of entrepreneurship. Includes entrepreneurial skills and entrepreneurial approach to practical situations. Emphasizes fundamentals of entrepreneurship in starting and managing new ventures. And, discusses the role of entrepreneurs in American society.

**BUS 416 Supervisory Management** 3 Credit hours  
An introduction to theories, principles, and techniques of management at supervisory level in organizations. Emphasis is placed on duties and responsibilities of supervisors in technologically oriented work environment.

**BUS 417 Introduction to International Business**

3 credit hours

This is an introductory course to international business. It covers the economic aspects of international business, as well as the operating features of multinational corporations. Some related topics such as cultural differences and relations with host governments are also discussed

**BUS 418 Consumer Behavior**

3 Credit hours

Discusses theories and applications of human motivation and behavior in the market place, especially in the process of selling efforts. Includes a study of personal, psychological, social, and cultural factors creating market segments, as well as different responses to marketing stimuli.

**BUS 419 Research Method in Business Administration**

3 Credit hours

Application of statistical methods and analysis in business with emphasis on problem-solving approach and developing skills to formulate and design projects and experimenting data collection, analysis, and inference, and preparing report.

**BUS 420 Production and Operations Management**

3 Credit hours

An introduction to production and operations management using quantitative methods and mathematical and computer models for planning, scheduling, and controlling of production and operations in manufacturing settings.

**BUS 421 Multinational Marketing**

3 Credit hours

An overview of the international marketing and trade principles and comparative economic advantage concept. A study of the variations in the national and international markets and an examination of the problems related to cross-cultural issues, political developments, and potential changes in different nations' laws and regulations as well as their exchange rates.

**BUS 423 Service Marketing**

3 Credit hours

Explores the difference between product and services marketing. Provides information for developing marketing mixes for some service organizations such as banks, hotels, hospitals, and nonprofit institutions. Discusses the marketing strategies which are applicable only to service organizations.

**BUS 424 Human Relations in Organization**

3 Credit hours

Covers Theories and empirical research findings of human behavior in organizations. Includes individual behavior, interpersonal process, small group dynamics, and related subjects such as conflict resolution, rewards and punishments, and leadership. Emphasis is placed on variables influencing behaviors of individuals and groups in the work place, especially management and organization structure.

**BUS 425 Ethics and Social Issues in Business**

3 Credit hours

A study of the American corporate practices with respect to ethical and social considerations in dealing with a wide variety of issues related to consumers, employees, shareholders, suppliers, community, environment, and governments. Topics such as product liability, equality of opportunity, occupational safety and health, privacy and individual rights, social responsibilities, and toxic wastes and environmental protection are discussed extensively.

**BUS 426 Organization Development**

4 Credit hours

The main theme of this course revolves around the process of introducing changes to and managing development in organizations. Theories, tools, and techniques utilized in this process are discussed. Focus is on understanding the problems associated with growth, downsizing, reorganization, restructuring, and merger, as well as training in team building, personal, work group, and inter-group intervention, conflict resolution, and other strategies dealing with responses to a changing environment, (Not open to students with credit in PUB 328).

**BUS 427 The Role of Women in Management**

4 Credit hours

A study of the present status and trend of the role of women in different levels of the corporate structure. Sex role differences and impact of the changing role of women on organizational behavior. Affirmative action and other legal issues concerning working women in various industries and its implications for management.

**BUS 440 Senior Paper**

6 Credit hours

This is a significant undertaking. A problem typical of those which the student will face, after graduation, in his/her field of employment should be selected under faculty supervision. A minimum of 120 hours should be spent working on the project and a formal report of high quality should be presented. This type of project may be repeated in an associated field (each project with 3 credit units).

**MASTER'S COURSES****BUS 500 Management**

4 Credit hours

Integrates all the required competencies in functional areas of business administration, with emphasis on planning, organizing, and operating a business in an effective and efficient way. Introduction to the discipline of business administration at the graduate level.

**BUS 501 Business Communication**

4 Credit hours

An overview of the theories and practices of business communications. Covers written as well as oral subjects including internal publications, communicating policy, employee training, interviewing, conference and committee leadership, briefings, presentations with graphic aids, and reporting. Emphasis is on establishing simple, logical, efficient, and effective means and style of communication in an organization.

**BUS 502 Business Strategy & Policy**

4 Credit hours

This is a course that integrates the principles, concepts, and policies governing all the functional areas of an

organization including accounting, finance, marketing, personnel, and production. It analyzes general policies from the top management perspective and covers concepts for developing strategy design, models, implementation, and control for building organizational capabilities and competitive productivity.

**BUS 503 Human Resource Management** 4 Credit hours  
An overview of employment process including job announcement, interviewing, compensation, and benefits; development activities consisting of training and performance evaluation; and retention policies involving promotion, profit-sharing, stock ownership, and retirement plans. A study of discipline strategies and employee assistance, as well as, issues concerning labor relations, government regulations, and health and safety, legal, and environmental considerations.

**BUS 504 Advanced Marketing Management** 4 Credit hours  
A study of various marketing policies and strategies in market analysis, product development, channel of distribution, pricing, and advertising under different competitive situations. Emphasis is on the market structure and the critical information obtainable through market research.

**BUS 505 Management Finance** 4 Credit hours  
Application of the principles and theories of finance to typical financial problems facing managers in business. Tool and techniques for financial analysis, forecasting, and planning. Study of the firm's capital structure, capital formation, capital budgeting, interactions with capital market, and the impact of dividend policies.

**BUS 506 International Marketing** 4 Credit hours  
This course is an analysis and examination of key concepts, environmental and strategic issues involved in entering international markets and conducting marketing operations across borders. Attention will be focused upon the identification and evaluation of market opportunities, modification of marketing strategies and programs in response to different market needs and constraints, and coordinating strategies in world markets.

**BUS 511 Managerial Accounting** 4 Credit hours  
A comprehensive study of basic accounting principles and procedures, and application of the related information in planning, cost analysis, break-even analysis, performance evaluation, budget preparation, control, decision-making, policy formulation, reporting, and other managerial activities.

**BUS 512 Economics and Public Policy** 4 Credit hours  
Examination of public policy issues and application of economic models to such issues as environment, energy, agriculture and food, economic development, and sustainable growth. Includes public policy analysis and economic policy formulation.

**BUS 513 Business Forecasting** 4 Credit hours

Role of forecasting in management; effect of business fluctuations on management planning; procedures for measuring changes in business activity; methods of forecasting for the economy, the particular industry, and the individual firm.

**BUS 514 Information Systems** 4 Credit hours  
A comprehensive study of the major elements, resources, and functions of the business information systems; the principles and practice of managing such systems; planning for evolution and future changes; interactions between the information systems group and other organizational units; and the management relations at all different levels and functional areas in conjunction with the manager of the information system.

**BUS 520 International Business Law** 4 Credit hours  
An overview of the legal issues encountered in conducting international business. Topics include laws and regulations related to contracts, consumer transactions, property, employment and labor relations, forms of business organizations, competition, transfer of funds between countries, and current issues involving international trade.

**BUS 521 International Business** 4 Credit hours  
Provides a well-founded understanding of business operations in an international and global settings with emphasis on cultural and political differences along with associated country financial, investment risks. Discussion includes topics such as trade theory, protectionism, global financial environment, foreign investment decisions, and international strategic management.

**BUS 522 Guided Research and Presentation (GRP)** 4 Credit hours  
Guides students to explore the research skills that they have acquired in previous courses by experimenting a project in a real world settings, utilizing secondary data as much as possible. Application of multivariate statistical techniques for research projects in business organizations, utilizing computer facilities. The final product of this course is a high quality report.

**BUS 523 Independent Research Presentation (IGP)** 4 Credit hours  
Guides students to explore the research skills that they have acquired in course BUS 522 by experimenting a project in a real world setting, utilizing secondary data as much as possible. Application of multivariate statistical techniques for research projects in business organizations, utilizing computer facilities. The final product of this course is a high quality report. The topic of this report will not be in the same discipline as the topic for BUS 522 nor will the subject share research.

**BUS 549 Thesis I** 2 Credit hours  
Includes the following stages:  
a. Submission of research proposal.  
b. Submission of the first two chapters upon the acceptance of the proposal.

**BUS 550 Thesis II**

2 Credit hours

Includes the following stages:

- a. The submission of the thesis's remaining chapters.
- b. The submission of the total thesis for approval.

**DOCTORAL COURSES****BUS 700 Advanced Business Strategy and Policy Formulation**

4 Credit hours

Uses the systems approach in strategy planning and policy formulation to achieve competitive advantages. Focuses on top management decision alternatives which determine the direction of the organization and shape its future. It also concentrates on choice of corporate goals, standards of success, and mobilization of resources to attain those goals. It includes topics such as financial growth strategies, product development strategies, technology strategies, and new market strategies.

**BUS 701 Corporate Leadership Fundamentals**

4 Credit hours

A comprehensive and in-depth study of the theories and empirical research on leadership, motivation, and organizational behavior. Analysis and assessment of leadership styles and models for behavior. Leadership skills and development of executive and managerial abilities in to-day's dynamic corporate environment.

**BUS 702 Advanced Economic Analysis**

4 Credit hours

An overview of the national economic system aggregate variables such as output, employment, price level, and interest rates along with the impact of fiscal, monetary, and social policies on such variables as well as on economic growth and stability, budget deficit, and inflation-unemployment trade-off. Analysis of the effects of changes in these aggregate factors on the organization's economy. And, understanding the importance of balance of payment, international monetary relations, and other international forces in the business performance. Prerequisites: BUS 305 and BUS 405.

**BUS 703 Advanced Research Methods in Business****Administration**

4 Credit hours

Application of multivariate statistical techniques for research projects in business organizations, utilizing computer facilities. Prerequisite: BUS 419 or approval of academic advisor.

**BUS 704 Advanced Personnel Management**

4 Credit hours

This is an advanced and comprehensive course in human resources management (HRM). It provides an overview of the field and covers a wide range of topics such as HRM historical development; related laws, executive orders, and court rulings; structure, mission, and functions of HR departments; productive work environment; effective union-management relations; and HRM in an international setting. The emphasis is on the methods which are presently practiced in the American organizations.

**BUS 705 Organizational Relations**

4 Credit hours

This course focuses on behavior in organizations. It also examines the dynamics of individual differences, group formations, conflicts, and interactions, organizational theory and behavior.

**BUS 710 Leadership Behavior Motivational**

4 Credit hours

An in-depth study of leadership theories including trait theory, behavioral theories, contingency theories, the path-goal theory, situational theory, leader-member exchange theory, and leader-participation model. Explains qualities that characterize charismatic leaders. Compares and contrasts leaders with managers. And, discusses leadership styles and contemporary issues in leadership.

**BUS 711 International Economics and Trades**

4 Credit hours

Covers international economics and trade principles and theories. Includes topics such as comparative advantage, capital movements, technological transfers, international monetary systems, and balance of payments; tariffs, quotas, exchange controls, and other trade barriers; world economic organizations, GATT, and US commercial policy.

**BUS 712 Contemporary Marketing Management**

4 Credit hours

In this course, the graduate student synthesizes concepts and applications of marketing management. Begins with the analysis of market opportunities and goes through marketing intelligence, planning, organizing, developing strategies, setting goals, pricing, promoting, operating, evaluating, and solving problems. (Prerequisite)

**BUS 713 Organizational Design**

4 Credit hours

Identifies internal and external organizational design factors, characteristics of an effectively performing organization, and design optimization techniques. Focuses on strategies, which create structure, systems, and culture that best fit with existing environmental, industrial, technological, governmental, and market requirements and accommodate future organizational change.

**BUS 714 Advance Production Management and Operations**

4 Credit hours

Being an advanced course in Operation and Production Management it covers the principles applied in product service conversation systems. It emphasizes on the fundamental concepts, models, and techniques required to deal with job facility designs; forecasting; planning, and scheduling of operations; capacity, inventory, and distribution management; production quality and cost control; as well as analysis of problems and decisions associated with the related areas such as purchasing and material management

**BUS 715 Advanced International Business**

4 Credit hours

Provides a well-founded understanding of business operations in international and global settings with

emphasis on cultural and political differences along with associated country, financial, investment risks. Discussion includes topics such as trade theory, protectionism, global financial environment, foreign investment decisions, and international strategic management.

**BUS 716 Management Practice and Organizational Behavior** 4 Credit hours

This is a comprehensive graduate course in organizational behavior (OB). It is an overview of OB theories and concepts. It also covers procedures for applied behavioral measurements. Topics include learning, attitude, motivation, personality, job satisfaction, work design, and work stress (all related to individual behavior); perception, communication (interpersonal process); power, conflict, team work, leadership, productivity, group decision making, attitude change, and behavioral change (group dynamics); and organizational culture, organizational environment, conflict, organization politics, and power (related to organization system).

**BUS 717 Total Quality Management** 4 Credit hours

An introduction to the concept of TQM. Historical development of TQM and its philosophy as developed by Edward Deming. The role of TQM in all areas of management, and its impact on customer relations, as well as on the firm's relations with its suppliers. The importance of some factors such as technological advances and quantitative analysis on the implementation of TQM.

**BUS 718 Advanced Management Finance** 4 Credit hours

Application of the principles and theories of finance to typical financial problems facing managers in business. Tool and techniques for financial analysis, forecasting, and planning. Study of the firm's capital structure, capital formation, capital budgeting, interactions with capital market, and the impact of dividend policies.

**BUS 719 Advanced Financial Planning** 4 Credit hours

An extensive discussion of the different phases of the planning process including gathering client's data, analyzing client's objectives, preparing a comprehensive financial plan to meet the objectives, and implementing the plan. Emphasis is placed on the establishment of sound professional relationships with the client in exchanging data and information during and after planning process.

**BUS 720 Empirical Business Research**

4 Credit hours

Guides students to explore the research skills that they have acquired in previous courses by experimenting a project in real world settings, utilizing secondary data as much as possible, and communicating research results in a high quality report.

**Dissertation: The dissertation is the culmination of all the secondary and primary research done to this point. The student will combine all the research into single document, which will significantly contribute to the current body of knowledge in a new and unique manner**

**in which a concentration can be recorded on the transcript and on the diploma.**

**BUS 748 Dissertation I**

2 Credit hours

Submission of a proposal for dissertation research project.

**BUS 749 Dissertation II**

3 Credit hours

The submission of the first three chapters (Introduction, Review of the Literature, and Research Methodology).

**BUS 750 Dissertation III**

5 Credit hours

The submission of remaining chapters (Results, Discussion, Applicability, and Limitations and Suggestions for Further Research) along with the previously accepted three chapters. Dissertation III should include The Cover Page, Approval Page, Acknowledgement Page, Abstract Page, and the Table of Content.

**HEALTH CARE MANAGEMENT**

**HCM 401 Health Care Management**

3 Credit hours

Introduction to a systematic overview of health care management which includes to organizations and managers, leadership, operating the technical system, coordination, and communication. Within the framework of managerial perspective, the following items will be studied: system foundation, resources, process, outcomes, and outlook.

**HCM 402 Health Care Law**

3 Credit hours

Introduction to a comprehensive overview of the laws within the health care system. This overview includes discussions pertaining to hospital law, antitrust, staff relations, treatment authorization and refusal. By introducing the legal basis and governance some critical issues such as civil liability, the dying patient and hospital security will be addressed in detail.

**HCM 404 Health Care Financial Management**

3 Credit hours

This course examines the financial problems, which are faced by health care managers. It applies related financial theories and practical methods of decision-making to such issues through the use of cases, sample problems, and computer programs.

**HCM 406 Health Care Information Management**

3 Credit hours

This is a primary course which introduces major applications of computerized systems in the areas of transaction processing, management information, and decision support activities in health care organizations. It places emphasis on the computer role as an important management tool and the use of computer-based information in planning, control, and decision-making

**HCM 407 Quantitative Methods in Health Care Management**

3 Credit hours

This is an introductory course of algebra and calculus applications for business, economic, and financial decision making. It also covers introduction to probability and statistics and applies them in the problem solving

techniques most useful in the health care organizational setting.

### **HCM 408 Quality of Health Care Services**

3 Credit hours

An introduction to the concepts of quality management and quality control in the health care organization. The role of quality control issues and techniques in all areas of management, and its impact on customer relations, as well as on the firm's relations with its suppliers. The importance of some factors such as technological advances and quantitative analysis on the implementation of quality control methods.

### **HCM 409 Program Planning and Evaluation**

3 Credit hours

Covers the fundamentals of management science and includes a variety of management science models, methods, and techniques useful in solving problems in business and finance. Topics such as linear programming, inventory models, waiting lines, network analysis, and simulations are generally discussed. The development and implementation of strategic and tactical planning are discussed.

### **HCM 410 Special Topics in Health Care Management**

3 Credit hours

Analysis of an important, current, or controversial issue in Health Care Management. This course will allow the student to select a particular area of interest, and prepare a project driven assignment under the direction of the instructor.

## **Hotel Management**

### **HTM 101 Introduction to the Hospitality Industry**

3 Credit hours

Survey of the industry, likely direction, and dynamics of the hospitality industry from the perspective of the global economy. A major emphasis will be placed on the wide variety of career opportunities within this industry. General management theory, marketing importance, and convention related activities will be explored.

### **HTM 201 Introduction to Hotel Management**

3 Credit hours

A survey and introduction into the organization and operation of the hospitality industry. Specific emphasis will be placed on the different strategies of major and minor hotel properties, property management companies, and the specific roles of the different departments.

### **HTM 301 Lodging Operations**

3 Credit hours

This course will specifically focus on the unique operations and challenges surrounding the operation of the front-office procedures. This will include the function of room reservations, both individual and group, and various trends in check-out procedures. In addition, some emphasis will be placed on record keeping, bookkeeping, auditing, and security issues. Hotel guest-employee relations will be studied, along with the role of the front desk manager, especially in the evening.

### **HTM 401 Introduction to Hotel/Casino Operations**

3 Credit hours

This is a survey of trend across the United States concerning the joint operations of casinos attached to hotels. The emphasis will be placed on Las Vegas, Atlantic City, and especially the emergence of such operations on riverboats and American Indian Reservations.

### **HTM 402 Introduction to Fair and Theme Park**

**Industry**

3 Credit hours

Focuses on the management and marketing of fairs and theme parks. Areas of concentration will be trade associations, ownership, crowd control, marketing, security and alcohol issues. In addition, this course will emphasize the importance of working together with these attractions to take advantage of special promotions for rooms during the tourist season.

### **HTM 403 Hospitality Franchising**

3 Credit hours

This course will explore the impact of the franchise form of ownership on the hospitality industry. Concentration will be given to case studies and the history of successes and failures within this arena. Particular attention will be given to the history of the franchise industry. This will include site selection, different forms of financing, the franchise agreement, and legal issues surrounding the life of the franchise.

### **HTM 404 Market and Feasibility Studies**

3 Credit hours

Examination of the structure and techniques used to compile standard market and feasibility studies for hospitality properties, particularly hotels and casinos. Analysis includes supply and demand, site evaluation, and projected operating statistics. Each student will be required to prepare market and feasibility studies.

### **HTM 405 Selected Tourism Topics**

3 Credit hours

This course will allow the student to select a particular area of interest, and prepare a project-driven assignment under the direction of the instructor.

### **HTM 450 Senior Paper**

6 Credit Hours

This is a significant undertaking. A problem typical of those which the student will face, after graduation, in his/her field of employment should be selected under faculty supervision. A minimum of 120 hours should be spent working on the project and a formal report of high quality should be presented. This type of project may be repeated in an associated field (each project with 3 credit units).

## **TOURISM**

### **TRM 101 Travel and Tourism I**

3 Credit hours

A survey of travel and tourism; focus on concepts, terminology, demographics, financial significance and trends.

### **TRM 201 The Travel Agency**

3 Credit hours

An examination of the services and functions of retail and wholesale travel agencies. Specifically covered are agency

administration, procedures, ticketing, accounting, promotion, and travel counseling.

**TRM 301 Travel and Tourism II** 3 Credit hours  
Evaluates the economic, social and political impact of tourism and travel, including markets, transportation, media, destination development, and the interrelationship of cooperating agencies.

**HTM 401 Introduction to Hotel/Casino Operations** 3 Credit hours  
See Hotel Management section

**TRM 401 Introduction to Convention Industry** 3 Credit hours  
An overview of the convention industry, including meetings, tradeshow, conferences and incentive travel. Roles of suppliers, geographic concerns, and labor union interactions will be studied.

**TRM 402 Introduction to Fairs and Theme Park Industry** 3 Credit hours  
Focuses on the management and marketing of fair and theme parks. Areas of concentration will be trade

associations, ownership, crowd control, marketing, security and alcohol issues.

**TRM 404 Market and Feasibility Studies** 3 Credit hours  
Examination of the structure and techniques used to compile standard market and feasibility studies for hospitality properties, particularly hotels and casinos. Analysis includes supply and demand, site evaluation, and projected operating statistics. Each student will be required to prepare market and feasibility studies.

**TRM 405 Selected Tourism Topics** 3 Credit hours  
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**NOTE: Any and all information in this publication is subject to change without notice. This information may include, but is not limited to, available courses, course values, and program requirements.**