
BA in Business Administration

The Bachelor of Arts in Business Administration is a professionally focused degree that is designed to produce graduates who possess practical knowledge and associated critical thinking skills desired in today's competitive Business world. Students will be grounded in the study of Business through a core curriculum of management, information systems, marketing, finance, accounting, economics, and Business strategy.

Los Angeles International University (LAIU) offers the following degree programs with the listed areas of concentration. LAIU degree programs are primarily designed to serve the educational needs of working adults with the flexibility and support of a modern online institution.

Graduates of the Bachelors of Arts in Business Administration program will be expected to demonstrate knowledge of:

- 💡 Multidisciplinary subject matter represented in the Business curriculum
- 💡 Key concepts and foundational principles of financial and managerial accounting.
- 💡 Basic economics concepts and principles and theories of microeconomics and macroeconomics.
- 💡 Key concepts, foundational principles, and basic facts of the legal and regulatory environment of Business.
- 💡 History, theories, principles, and functions of management processes.
- 💡 Theory and research of organizational behavior
- 💡 Key concepts and foundational principles of

corporate finance and investments.

- 💡 Key concepts and foundational principles of marketing and marketing research.
- 💡 International dimension of contemporary Business.
- 💡 The context of moral and ethical Business decision-making and leadership.

Areas of Concentration

Selection of Concentration program is done by the student in the fifth semester, at the middle of the third year study before students select Business Administration electives.

The following are overviews of the different areas of concentration.

General Bachelor of Business Administration

The major in General Business has been designed for students seeking a broad Business background rather than specialization in any one functional area of Business.

Graduates of the Bachelors in Business Administration General Program will be expected to demonstrate knowledge of:

- 💡 Accounting principles and record keeping skills to generate the financial statements needed by the Business community
- 💡 Analysis of financial statement information for the acquisition, allocation, and maintenance of financial capital
- 💡 Business law and its application to the legal

environment of business

💡 Planning and operation of a small business
The marketing process and how to conduct marketing surveys capital and financial markets and how to gain access to them

💡 Basic economic principles and understanding of the economy by which global business operates

💡 The banking systems and how to utilize it

💡 Entry level competence for management in business, government, education and non-profit organizations employment

💡 Motivational techniques, leadership principles and the ability to work with and through groups for accomplishment of the objectives

Graduates will be able to:

- ✓ Relate, integrate and apply the functions of management processes in the areas of planning, organizing, staffing, directing, leading, and controlling.
- ✓ Identify and examine the needs of today's managers in assessing and implementing strategies used in the management of information technology, financial, and human resources in the workplace.
- ✓ Recognize and describe the impact of international, legal, social, political, economic, technological, and environmental issues as they relate to organizational behavior in terms of the individual, group/team, and overall organization.
- ✓ Identify future management problems and potential opportunities, and apply strategies and/or applications in addressing such managerial concerns.
- ✓ Recognize and discuss the relevance of self-

esteem, human diversity, ethical conduct, and the social responsibility of business in the lives of internal and external stakeholders.

✓ Analyze the external and internal environmental forces affecting the firm to examine possible social, political, economical, legal, and strategic issues associated with these competitive forces and environmental factors, which impact the effectiveness and efficiency of managers in today's competitive and globally-growing business

✓ Apply for graduate or advanced professional studies

Entrepreneurship

In addition to the institutional, general education, and degree level learning objectives, the Concentration in Entrepreneurial / Small Business Management seeks the following specific learning outcomes of its graduates.

Graduates of the Bachelors in Business Administration Entrepreneurship Program will be expected to demonstrate knowledge of:

💡 Marketing and product successes and failures, environmental influences, market/product plans, and the new product planning process

💡 How to develop a project, starting with product- idea and continuing through offering a new product/service

💡 How managing an entrepreneurial venture in an increasingly professional manner.

💡 Management control systems, integrating short and long range plans, financial planning, developing and implementing human resource systems, and developing a management team.

💡 The staffing of organizations; skills needed

in human resource planning, recruitment, job analysis, selection techniques and evaluation.

💡 Working capital management, short-term financing, equipment financing, and other topics

💡 Theories, and practical aspects of the entrepreneur and entrepreneurship

💡 How to build functional subject knowledge

💡 Successes and failures of real entrepreneurship

💡 How to develop a Business plan for a new venture, acquiring other Businesses, and making existing enterprises profitable

💡 The concept of creativity, bringing to light its nature in individuals, groups, and organizations.

Graduates in this degree program will be able to:

- ✓ Examine small business opportunities
- ✓ Define small business characteristics and competencies
- ✓ Evaluate consumer behavior
- ✓ Develop product and pricing strategies
- ✓ Develop and execute small business budgets
- ✓ Use market research and organizational science to develop a business plan for a start-up business or an existing enterprise
- ✓ Practice the techniques of the great entrepreneurs of history in organizing, managing, and utilizing entrepreneurial resources (market research, stocks, innovation) for a business or other enterprise
- ✓ Use market research and organizational science to develop a business plan;

✓ Ability to use legal resources in planning for insurance needs, zoning, contracting, and labor laws

✓ Utilize motivational techniques and high-performance teams to manage change, create competitive advantage, and deliver superior service; and

✓ Establish and operate a small business oriented around ethical values.

✓ Develop a model of leadership that can facilitate formation and change in organizational cultures

Human Resource Management

In addition to the institutional, general education, and degree level learning objectives, the concentration in Human Resource Management seeks the following specific learning outcomes of its graduates.

Graduates of the Bachelors in Business Administration Human Resource Management Program will be expected to demonstrate knowledge of:

💡 Industrial relations functions in Business organization.

💡 Recruitment, selection, placement, training, motivation, and appraisal of personnel; the scientific approach to the solution of practical problems of industrial manpower utilization

💡 Negotiation and Conflict Resolution theory and processes as common practice

💡 Behavior of individuals, groups, and organizations in the context of competitive situations, the course will allow students the opportunity to develop

💡 Manual, white collar, and professional employee relations

💡 Background and functioning of employer and employee organizations

💡 Functioning of labor markets and wage and income security issues

💡 Current questions of public policy in labor economics and industrial relations

💡 Issues arising out of legislative, administrative and judicial efforts to define the rights, duties, and responsibilities of employers and labor relations

💡 How to deal with racial, ethnic, sex, and age discrimination as well as the law of union-management relations

Graduates in this major program will be able to:

✔ Identify and discuss various laws, rules, regulations and policies affecting the employees in today's workplace.

✔ Analyze the compensation packages and incentives used in recruiting employees for various positions in an organization.

✔ Assess leading trends and issues in the field of Human Resource Management.

✔ Identify and analyze norms, social order, conflict, social changes, and minorities as these concepts and processes are relevant to the firm

✔ Develop and apply psychological analysis of various components of group dynamics;

✔ Explore (by case study method) dimensions of professional ethics (professional practice, personal and social ethics) with applications to one's profession

✔ Utilize client-centered, counselor-directed

techniques in coaching

✔ Use didactic and experiential techniques in coaching

✔ Examine human resources management and the changing role of human resources from past to present

✔ Evaluate and analyze the challenges that human resources face in modern organizations.

✔ Differentiate between the major HRM functions (Recruitment and Selection, Compensation and Benefits, Employee Relations, Performance Appraisal, Training and Development, Employee Discipline, and Organized Labor).

✔ Examine the role of HRM as a strategic partner in different contexts, companies, change, culture, and globally.

✔ Evaluate the impact of ethics, diversity, and legal aspects to HRM decision-making.

Management

In addition to the institutional and foundation education and degree level learning objectives, the concentration in Management also seeks the following specific learning outcomes of its graduates.

Graduates of the Bachelor's in Business Administration Management Program will be expected to demonstrate knowledge of:

💡 Leadership Theories and Practice

💡 Diagnostic techniques that will be used understand their leadership strengths and areas to be developed

💡 Critical management skills such as group

facilitation, project management, supervising employees and individual career management

💡 Multiple participative

💡 Social, legal, and moral pressures of external and community groups on business operations

💡 Management's role of responsibility and leadership in interacting with these forces, and reducing and resolving conflicts with them.

💡 How to create the organizational changes necessary for effective team based, continual-improvement work systems.

💡 How to manage change effectively, providing a foundation for learning how to build teams and work effectively within teams.

💡 How to build effective teams.

Graduates in this major program will be able to:

✓ Relate and discuss the potential functions and applications of various management processes in the areas of planning, organizing, staffing, directing, leading, and controlling.

✓ Identify and examine the needs of today's managers in assessing and implementing strategies used in the management of information technology, financial, and human resources in the workplace.

✓ Recognize and describe the impact of international, legal, social, political, economic, technological, and environmental issues as they relate to organizational behavior in terms of the individual, group/team, and overall organization.

✓ Examine and explore potential management problems and opportunities, as well as discuss possible strategies and/or applications to be used in addressing such managerial concerns.

✓ Recognize and discuss the relevance of self-esteem, human diversity, ethical conduct, and the social responsibility of business in the lives of internal and external stakeholders.

✓ Analyze the external and internal environmental forces affecting business organizations to enable the student the opportunity to examine possible social, political, economical, legal, and strategic issues associated with these competitive forces and environmental factors, which impact the effectiveness of managers in today's competitive and globally-growing organizations.

✓ Identify and discuss the potential functions and applications of various management processes in the areas of planning, organizing, staffing, directing, leading, and controlling.

✓ Identify and examine the needs of today's managers in assessing and implementing strategies used in the management of information technology, financial sector, and human resources.

✓ Recognize and describe the impact of international, legal, social, political, economic, technological, and environmental issues on the individual, group/team, and overall organizational behavior.

✓ Recognize and discuss the importance of self-esteem, human diversity, ethical conduct, and social responsibility for the success of any business activity.

✓ Identify and apply effective verbal and nonverbal communication and feedback and conflict resolution techniques to promote healthy work relationships

✓ Management financial planning, budgeting, control, capital investment, and risk

- ✓ Apply principles of functional group and organizational behavior to promote effectiveness, decision-making, efficient group and task management, and resolution of group conflicts
- ✓ Able to develop clear “scope statements” of executive management in project management
- ✓ Complete successfully a management field project
- ✓ Develop a personal management and leadership plan utilizing theory and exemplary practitioners
- ✓ Develop and apply in a management setting a practical philosophy of ethical management
- ✓ Fulfill the certification requirements for Project Management Professional.
- ✓ Examine the functions and applications of various management processes in the areas of planning, organizing, staffing, directing, leading, and controlling.
- ✓ Determine the needs of today’s managers in assessing and implementing strategies used in the management of information technology, financial, and human resources in the workplace.
- ✓ Analyze and evaluate the impact of international, legal, social, political, economic, technological, and environmental issues as they relate to organizational behavior in terms of the individual, group/team, and overall organization.
- ✓ Evaluate and apply managerial concepts to strategic issues impacting the effectiveness of managers in today’s competitive and global organizations.
- ✓ Demonstrate the ability to recognize the importance of ethical conduct, social responsibility, and corporate responsibility in the

global environment.

Marketing

In addition to the institutional and general education level and degree learning objectives, the Major in Marketing also seeks the following specific learning outcomes of its graduates.

Graduates of the Bachelors in Business Administration Marketing Program will be expected to demonstrate knowledge of:

- 💡 How to handle the variety of sales force related issues- both strategic and tactical and maximize maximizing sales force productivity. Topics covered include the selling process, organizational structure, sales force sizing, territory design, compensation, evaluation, motivation, and deployment.
- 💡 Advanced policies and practices in marketing.
- 💡 Real Cases analysis of marketing problems pertinent to product, price, promotion, and channels of distribution policies
- 💡 Skills and attitudes required to specify and utilize market and buyer information in defining marketing problems and making marketing decisions.
- 💡 Applied marketing research problems.
- 💡 Basic factors influencing consumer behavior, including the roles of affect, cognition, behavior and the environment.
- 💡 Models designed to explain consumer behavior will be explored, as well as implications for public policy and the development of marketing strategies.
- 💡 How to integrate marketing concepts and planning the marketing program.

💡 How the strategic and tactical roles of the channels of distribution can be identified and managed.

💡 Tools for selection, management and motivation of channel partners.

Graduates in this major program will be able to:

- ✓ Integrate the marketing function with fundamental business enterprise concepts and principles of management, finance, strategic planning, and information systems.
- ✓ Apply marketing principles to a particular business.
- ✓ Use marketing research to identify and exploit business opportunities.
- ✓ Critically analyze an organization's marketing function and assemble and apply the various marketing strategies and techniques that align with the organization's mission.
- ✓ Develop a strategic marketing plan.

Requirements

The course requirements for completion the Bachelor of Arts in Business Administration program are as follows:

| Requirement | Units |
|---------------------------|------------|
| Institutional Requirement | 3 |
| General Education | 57 |
| Core Business | 42 |
| Concentration | 12 |
| Electives | 6 |
| TOTAL | 120 |

Institutional Requirement

1. *DL100* - Foundations of On-line Learning

General Education Requirements

English and Oral Communication (2 courses / 6 units):

1. *ENGL 101* – Expository and Research Writing
2. *COMM 101* – Communication and Rhetoric

Mathematical Concepts and Quantitative Reasoning (2 courses / 6 units):

1. *MATH 109* – College Algebra
2. *MATH 303* – Statistics

Arts and Humanities (2 courses / 6 units):

1. *SPEECH 101*– Public Speaking
2. *LIT 101* – Introduction to Literature

Social and Behavioral Sciences (3 courses / 9 units):

1. *HIST 102* – American History from 1877
2. *Soc 101* – Introduction to Sociology
3. *PSY 101* – Introduction to Psychology

Physical and Biological Sciences (2 courses / 6 units) :

1. *BIO 101* – Introduction to Biology
2. *AST 101* – Introduction to Astronomy

General Electives (8 courses / 24 units):

Any 8 courses, from any category, not used to fulfill the other degree requirements.

Core Business Requirements

1. *ACCT 301* – Accounting I
2. *BUS 310* – Business Theory
3. *BUS 311* – Law and Ethics in Business
4. *BUS 312* – Operations Research
5. *BUS 313* – Global and Competitive Strategy

6. ECON 101 – Principles of Microeconomics
7. ECON102 – Principles of Macroeconomics
8. FIN 400 – Principle of Financial Management
9. HRM 407 – Human Resource Management
10. ITM 331 – Management Information Systems
11. MGT310 – Principles and Theory of Management
12. MGT 311 – Organizational Behavior
13. MGT 410 – Strategic Management
14. MKT 300 – Principles and Theory of Marketing

4. MGT 414 - Strategic Planning

Marketing

1. MKT 307 - Consumer Behavior
2. MKT 400 - Marketing Research
3. MKT 401 - Marketing Strategy
4. MKT 407 - International Marketing

Business Administration Elective Requirements

Any two upper-division courses (6 units) not included in Concentration.

Concentration Requirements

General Bachelor of Business Administration

1. BUS 316 - Fundamentals of Entrepreneurship
2. BUS 333 - Project Management
3. BUS 415 - Small Business Growth and Development
4. BUS 419 - International Business Management

Entrepreneurship

1. BUS 316 - Fundamentals of Entrepreneurship
2. BUS 320 - Principles of E Business
3. BUS 415 - Small Business Growth and Development
4. MGT 312 - Leadership & Motivation

Human Resource Management

1. HRM 413 - Employment and Labor Relations
2. HRM 415 - Human Resource Management
3. HRM 416 - Human Resource Development
4. HRM 419 - Recruitment and Staffing

Management

1. MGT 313 - Organizational Change
2. MGT 314 - Management Ethics
3. MGT 315 - Managerial Communications

Undergraduate Course Descriptions

Accounting

ACCT 301 Accounting I

This course it's an introduction to the purposes of financial accounting statements. Topics: Financial Statements recognition, measurement, and disclosure concepts; using and interpreting financial statements methods; underlying financial statements; impact of transactions and events on financial statements and financial ratios.

Astronomy

ASTRO 101 Introduction to Planetary Science

This course is a survey of the planets and moons in our solar system, and a comprehensive introduction to their internal structures, atmospheres, and surface features. Processes that form and change continually planets (e.g., earthquakes, volcanoes, giant impacts) are discussed, as are comets, asteroids, and rings.

Biology

BIO 101 Introduction to Biology

This course is an introduction to the biological Eco-systems. It includes a broad introduction to biological systems and their interaction with the ecosystems that they form. The laboratory demonstrates both qualitative and quantitative techniques associated with biological science.

Business

BUS 310 Business Theory

This course provides a broad understanding of the firm, each of the Business functions (to include accounting, finance, management, marketing, operations/production and technology) and the relations between and among Business functions in the everyday operation of the firm.

BUS 311 Law and Ethics in Business

This course provides understanding and develops skills for inquiry into the Business environment from a legal and ethical perspective. Students explore the interactions between Business and the economy; the environment; etc., in addition to ethical issues that arise all the time. Topics: Commercial law (sales, secured transactions and creditors remedies); contracts; Business entities (including partnership; LLC limited liability companies and corporations), agency, employer-employee relationships, property concepts, bankruptcy, and negligence and liability concepts.

BUS 312 Research Methods

This course introduces to Operations Research theories/approaches and explores how to apply operations research and techniques to resolve management decision problems. OR techniques and methods can be applied to problems in all-common functional areas of Business including accounting, finance, human resources; marketing, production and research and development. Examples will be covered during the course.

BUS 313 Global and Competitive Strategy

This course provides comprehensive tools for the formulation and analysis of global and competitive

Business strategy; organizations strategic guide to globalization and the set of objectives and competitive policies that determine how a global and competitive business creates economic value for its owners and stakeholders. Students will be introduced to techniques for diagnosing the competitive position of a business, evaluating strategies, and identifying and analyzing alternative Business competitive options.

BUS 316 Fundamentals of Entrepreneurship

This is a course in which students will learn the technique of developing and evaluating new Business ventures. Real projects are examined. The world of venture capital will be studied. Entrepreneurial abilities of the students will be developed. This study describes the development of the entrepreneurial adventure.

BUS 320 Principles of E Business

This course overview e-business fundamentals. In this course students will learn how to build a successful e-business operation. Topics: How to write an e-business plan; How to develop and manage a customer focused website. Students will develop all the sections of the e-business plan: 1) Business description 2) product and services 3) marketplace analysis, 4) marketing planning 5) management and organization 6) operations 7) location and equipment, and 8) financial plans. Students will integrate web site design plans and concepts into their e-business plan.

BUS 333 Project Management

This course reviews the project requirements as the basis for understanding development life cycles. Students learn to apply estimated project efforts; project cycle time, measured changes and set updated priorities.

BUS 415 Small Business Growth and Development

This course prepares you to take a small Business from the beginning stage to the growth stage. This huge leap for Businesses requires specific skills and different management approaches. Topics: organizing for growth, intensive marketing for growth, growth strategies creativity, and financing growth.

BUS 419 International Business Management

This course reviews essential operations; organization and strategies of international Business with emphasis in cross cultural management. In this course we compare different managerial approaches around the world by examining the similarities and differences in the philosophy and practices of management. Topics: effective strategic planning; administering international marketing, international financing, and international human resource management; global market relationships; national and organizational cultures.

Communication

COMM 101 Communication and Rhetoric

This course provides an introduction to communication theory and the skills necessary for successful oral communication. Topics: analysis and application of classic and current theories in the communication discipline, processes and theory of human listening; listening skills; nonverbal and situational behaviors, relationships, objects and events surrounding speech communication, the basic elements inherited in persuasion; representative persuasive speeches; psychological appeals for acceptance of ideas; speeches characteristics and speech situations and practice in the preparation; delivery of specific speeches for various occasions; principles of logical reasoning and oral discourse in group situations; Voice Development and Articulation improving: relaxed tone support, efficient

articulation and vocal variety. Exercises in debate and in general argumentative speaking will be done during the course.

Criminal Justice

CJ 101 Introduction to Criminal Justice

This course that explores law enforcement, the courts, and the correctional system. It reviews what crime is, how crime is measured, and theories of crime causation. This course also looks at issues and challenges within the criminal justice system and examines future directions.

CJ 102 Criminal Justice Ethics

Criminal Justice Ethics is a course that explores the ethical dilemmas and professional problems faced by criminal justice personnel. Students will review various ethical perspectives and discuss the practical applicability of ethical ideals and organizational codes and standards.

Economics

ECON 99 Introduction to Economics

This course encompasses economic principles (both microeconomic and macroeconomic) and problems. The purpose of the course is for students to develop a logical, conceptual, and analytical understanding of economic principles and to deal with problems associated with the allocation of resources, decisions made by consumers, production by firms, and pricing in various market conditions, government actions in markets, measuring aggregate output, economic growth, employment and unemployment, money and banking, and fiscal and monetary policies

intended to achieve economic goals.

ECON 101 Principle of Microeconomics

This course explain how consumers, producers and governments interact in any market (competitive or not) set prices, and determine what and how much is produced. Topics: scarcity and choice roles, incentives and competition, and the laws of supply and demand.

ECON 102 Principle of Macroeconomics

Principle of Macroeconomics is a comprehensive course that complete picture of the economy (After ECON 102). Topics: how consumers and markets fit into the overall or aggregated economy; economic cycles (growth and recession), economic indicators and measures; government policies, interest rates and money supply.

English

ENGL 088 ESL - English as a Second Language

This course introduces the non-English speaking student to American English fundamentals. Topics: articulation, intonation and rhythm of the neutral speech in the language; basic vocabulary, basic and professional grammar rules, and verb conjugations through listening, speaking, reading and writing exercises. The student will learn also about American culture. This course is mandatory for non - English speaking students.

ENGL 101 - Expository and Research Writing

Expository and Research Writing course prepares students to complex writing assignments. Based on critical analysis of source material, the course will present a systematic approach to research essays of various types.

The course consists of the following five parts:

1. The Significance of Research Writing for Today's

Student addresses the relevance of research writing in today's world

2. The Research Process and Critical Reading introduces strategies for critically analyzing research sources and developing coherent, compelling lines of argument

3. Using Persuasion in Research Writing presents approaches to writing opinionated research essays

4. Research Writing and Synthesizing Diverse Sources develops a methodology for preparing an essay in which consensus building, not an assertive personal thesis, is required

5. Preparing the Research Paper ties together all our previous themes. Using tools of critical thinking previously developed in this course, we discuss the major aspects of writing a research paper: planning, researching, drafting, and revising the paper effectively. It also emphasizes the importance of using global sources while adhering to high standards of information literacy and intellectual honesty.

ENGL 230 Business Writing

This course introduces students to Business professional communication. It is focused on Business language and style. During the course the student exercises how to write clear and well-structured bulletins, effective letters, e-mails, instructions, memos, manuals, reports, and other Business writing.

Finance

FIN 400 Principles of Financial Management

This course is an introductory study of the concepts and techniques in corporate finance. Topics: capital budgeting, cost of capital, financial environment,

financial markets, financial statements and analysis, investments, securities markets, working capital management, dividend policy and asset valuation.

Foundations of Online Learning

DL100 Foundations of On-line Learning

This course is a complete interactive online course that prepares students to be effective learners--at the college level and beyond. Designed to address the questions of many students new to online learning, the course provides numerous self-assessments and inventories that help students evaluate their readiness for online learning. The topic-based modules are developed around key learning outcomes and objectives, not chapters from a textbook. Additionally, the course may be customized to meet specific learning objectives.

Geography

GEOG 101 Introduction to Geography

This broad introductory course covers the whole globe and all its greatest geographic features both natural and man-made, both physically and culturally determined. The relationship between people and place is central not only to the understanding of human history and contemporary events, but also for world future.

History

HIST 101 American History to 1877

This course is an overview of United States history from the earliest settlements in North America

through the end of Reconstruction after civil war and emphasizes USA political, economic, and social progress, institutions evolution, and the causes and consequences of its wars.

HIST 102 American History since 1877

This course is an overview of the United States history from the end of Reconstruction to modern times.

Topics: internal spreading out, inherent isolationism, expansion wars, America's road to becoming a world power, WWI, WWI and the development of the concept of America as the "policeman" of the world.

history of individual Latin American countries. The second, Problems in modern Latin American history allows the student to read and analyze short historical documents.

Human Resource Management

HRM 407 Human Resource Management

In this course we introduce and examine a set of modern practices in human resource management. Topics: job analysis; selection; compensation setting; training; motivational principles; job efficiency; evaluation; merit rating; and labor/management relationships in both private and public sector organizations.

HRM 413 Employment and Labor Relations

The Human Resource Professionals role in employee and labor relations it's reviewed in this course.

Topics: collective bargaining rules and practice; employee rights; labor unions; union stewards and legal implications; labor laws; and ethnic, racial and gender considerations and relations.

HRM 415 Human Resource Management Information Systems

This course provides a review of automated

information systems that are available to support today's Human Resource Professional Function in SMB (Small and Medium Business) and corporations. The course will increase the student's ability to utilize systems such as Microsoft Dynamics; Oracle e-suite; People Soft, and other commercial and free software. Additional topics: how to simplify interviews; methods to increase recruiting; how to motivate employee access to an organization's human resource offices; systems security; individual privacy and legal implications both to users and to organizations.

HRM 416 Human Resource Development

The Human Resource Manager's role in organizational and individual development is reviewed in this course. Topics: full development process concept; developmental effectiveness; training needs assessment; training methods; individual, group and on the job training; talent development; evaluation of training and the relationship between company profits and employee morale; and the overall impact of human resource development.

HRM 419 Recruitment and Staffing

The Human Resource Manager's role in initial recruiting and staffing for organizations it's reviewed in this course. Topics: recruiting needs; selection criteria; application, interviewing and selection procedures; legal implication of equal opportunity standards, internal and external sourcing: employment agencies, professional –headhunters recruiters, employer branding and others; evaluating recruiting effectiveness; career development, planning and organizational exits due to layoffs, discharges, retirement and employer defenses against litigation.

Information Systems

ITM 331 Management Information Systems

This course provides the foundation for understanding

the use of information systems and information technology in today's management environment.

Topics: hardware; software; infrastructure; telecommunications; database management; Information ,decision support and knowledge management systems; Internet, Intranets, Extranets, and wireless networks; systems development; e-commerce; and the ethical and societal impact of this systems.

Literature

LIT 101 Introduction to Literature

This introductory level course presents the elements and examples of three genres of literature: fiction, poetry, and drama. Students will learn the origins of literature and the purposes of the study of literature. Students will associate the study of literature and thinking skills, such as critical reading. Students will utilize thinking skills to research and apply literary criticism, to analyze and critique various literary works, in the context of discussing and writing about literature.

LIT 220 American Literature from beginning to Present

This course offers an introduction to American literature development from the colonial period until today. Topics: The Puritan ethic as exposed in the sermons, diaries, and poetry of early American authors; the political writings of revolutionaries as Ben Franklin and Thomas Paine, the imaginative writings of those from Edgar Allan Poe to Nathaniel Hawthorne; the rapid social and technological changes that have taken place in American culture during the mid-to-late nineteenth and twentieth centuries, and how these upheavals have been expressed in America literature.

Management

MGT 310 Principles and Theory of Management

In this course students will study all the management process including directing; organizing; controlling; planning and staffing. Topics: classical and contemporary management theories: among others 14 principles of management; Balanced Scorecard; Kaizen; Six Sigma etc.

MGT 311 Organizational Behavior

This course overview human behavior and apply it to management and resultant performance of organizations providing understand of the attitudes and behavior of subordinates; colleges; superiors and insight to one's own behavior. Topics: communication; theory and contemporary research on leadership; motivation; personality; values and stress.

MGT 312 Leadership & Motivation

In this course students achieves a profound understand about leaders, leadership process and motivation. Topics: theories of leadership and motivation; leader behavior; leadership characteristics, substitutes and power; dysfunctional leadership; gender role. Students own leadership and motivation skills, knowledge, and attitudes are investigated. Questions such as: How do I influence others? How do I motivate others? What it's my preferred leadership style? What are my most distinguishing leadership traits? should be answered during the course.

MGT 313 Organizational Change

This course review updated management principles and techniques found in today's marketplace. Change and transformation are constants in Business process environment. Confront change functionally is a common on-going process in Business and industry as well as in government. Topics: concepts,

principles, and techniques underlying those changes; downsizing, reorganization, re-engineering, and others new management concepts; the organization system engineering development viewpoint.

MGT 314 Management Ethics

In this course students will deeply study the moral and ethical responsibilities of managers in daily activity inside and outside of the Business enterprise. The profit-making morality; employee's fair and equal treatment and the responsibility of the firm to the society are analyzed and discussed as the individual's responsibility within the organization.

MGT 315 Managerial Communications

Communication within and between organizations in theory and in practice are studied in this course. Topics: content development; presentation; the mutual relationship of creative and logical thinking to the management problems solution by oral and written communications.

MGT 410 Strategic Management

Forces that shape corporate strategic decisions are analyzed in this course. Topics: tools used to maximize the value of the company; today's frequently confronted situations. How to recognize the unique characteristics of a specific industry environment; and SWOTT Analysis: how to identify the threats and opportunities and the organizations strengths and weaknesses relative to its competitive environment.

MGT 414 Strategic Planning

This course will answer the question how to formulate and execute a strategic plan of business. This comprehensive practical course applies the principles to be used in strategic planning.

Marketing

MKT 300 Principles and Theory of Marketing

A complete survey of marketing activities and marketing function in Business are presented in this course. Topics: markets analysis; consumer behavior; competition and the assessment of 4Ps: product; price; place; and promotion strategies.

MKT 307 Consumer Behavior

Three Dimensions of consumer behavior 1) consumer needs and wants, 2) the process by which they are satisfied, 3) the environment in which the behavior occurs are studied in this course. Students will be introduced to concepts in economics; environment; psychology; culture; sociology and their relationship to consumer behavior. Students will analyze actual consumer behavior and apply his observations to a marketing action.

MKT 400 Marketing Research

Marketing Research provides essential information used in the marketing decision making process. In this course students will be exposed to classic and new techniques in Marketing Research. Topics: research design; data collection methods; sampling; statistical techniques for analyzes; survey planning and problem definition and solution in marketing context.

MKT 401 Marketing Strategy

Analytical and decision-making processes involved in implementing and controlling a strategic marketing program for a given product-market entry are deeply studied in this course. Topics: competitive positioning; customer analysis, local, national and international competitor analysis, environmental analysis; market segmentation and targeting; implementation; formulation and control and how marketing interacts with the Business strategy plan and with other functional departments.

MKT 407 International Marketing

This course provides students with analytical and decision skills in a world context. Topics: requirements of a Business in the international marketplace; international marketing theory and practice; and tools and methods used in international marketing.

Mathematics

MATH 101 Basic College Mathematics

This course presents the fundamental concepts of a pre-algebra course. Students will be introduced to whole numbers, fractions and decimals, integers, order of operations, percents, signed numbers, measurements, geometry, probability, and basic algebra concepts.

MATH 109 College Algebra

Students review and exercise key concepts of college level algebra. Topics: concepts of algebra, graphing and solution of linear equations, inequalities and the solution of systems of linear equations. The course is organized into four parts 1) basic concepts involved in graphing points and linear equations 2) solution and graphing of inequalities and systems of linear equations 3) manipulation and use of exponential expressions and radicals 4) solution of quadratic equations and their applications. Practical applications are provided in every part.

MATH 303 Statistics

This interactive course has been designed to help students achieve a profound understanding of the statistical methods and models available for analyzing and resolve Business management problems. Topics: principles of statistics, averages and variations, normal probability distributions, probability analyzing and problem solutions tools, sampling distributions, confidence intervals and testing statistical hypotheses. Students will extensively exercise the proper use of

statistical techniques and their implementation.

Philosophy

PHIL 105 Critical Thinking

This introductory level course presents a variety of topics essential to a student's development in critical thinking. Students are introduced to concepts essential to the comprehension, analysis and creation of arguments: induction, deduction, informal fallacies, Aristotelian and symbolic logic, modes of persuasion, perspective and bias, language and meaning, culminating in the development of reasonable strategies for belief formation.

PHIL 106 Ethics

Ethics is a course that examines the dynamic role of ethics in modern society. Throughout the course, students analyze ethical standards through philosophical beliefs and values in personal and professional settings.

Political Science

POLS 101 American Government

This course explores the fundamentals of American government and politics, focusing on the historical evolution of government and policies, its major institutions, and formal processes. Course goals include understanding today's government, policy development, and politics as well as developing critical thinking and information-literacy skills. Topics include the Constitution, federalism, civil rights and civil liberties, the structure and processes of the three branches of government, political socialization, interest groups and public opinion, political parties and the election process, as well as basic U.S. social,

economic, and foreign policy.

Psychology

PSY 101 Introduction to Psychology

Students are introduced to the art and science of Psychology in this course. Topics: current research and developmental issues; history of psychology, major theories of personality and learning; psychology settings: vocational, personal, academic, and clinical. The course has an ecological approach which integrates the biological basis of behavior, environmental and social factors, learning and styles of the individual to understand human behavior.

Science

SCI 101 Anatomy and Physiology

Anatomy and Physiology is a course that teaches students a survey of the structure and function of human organ systems.

SCI 102 Environmental Science

Environmental Science is a course that explores the relationship between man and the environment. Students examine the balance between natural resources and the needs of mankind. Also in this course, students explore the scientific, political, economic, and social implications of environmental science.

Sociology

SOC 101

This course explores sociological processes that underlie everyday life. The course focuses on globalization, cultural diversity, critical thinking, new technology and the growing influence of mass media.

SPEECH

SPEECH 101 Public Speaking

Public Speaking is a course that provides students with a basic understanding of public speaking and how to prepare and present a variety of speeches.