

BUSINESS ADMINISTRATION (BUSC)

BUSC 249 Business Statistics

Business Statistics introduces students to the collection, analysis, and interpretation of data for business decision making. Students learn to summarize and visualize data, model uncertainty with probability, and draw evidence-based conclusions using sampling, confidence intervals, and hypothesis testing. The course also develops foundational skills in correlation and simple linear regression for describing relationships and making predictions. Emphasis is placed on communicating results clearly using spreadsheet or statistical software, evaluating the quality and limitations of analyses, and applying ethical data practices in real business contexts. 3 credits.

BUSC 300 Implementing and Monitoring Business Plan

Demonstrate the ability to prepare a business plan and evaluate organizational performance. Capstone competencies are an educational best practice in undergraduate programs. Successfully completing the capstone competency will require you to demonstrate mastery over each of the concepts learned throughout the undergraduate program. The main focus of the capstone project is to develop a fully functional business plan that can be used in a real-world setting. 1.5 credits.

BUSC 305 Managerial Economics

Apply macroeconomic and microeconomic theories in making economic business decisions in forecasting. Managerial economics applies the concepts of macroeconomics and microeconomics within organizational settings. It takes the key concepts from these subject areas and provides managers the tools to make effective and optimal business decisions. Specifically, this competency provides an understanding of the six steps of managerial decision making, marginal analysis, and forecasting. 1.5 credits.

BUSC 410 Organizational Communication

This course is a comprehensive review of effective written and oral communication in academic and professional settings. Students build knowledge and skills in the process of researching and writing reports and preparing presentations that clearly communicate the intended message. 3 credits.

BUSC 600 Leadership and Business Operations

This course introduces students to the core theories and practices that shape effective business operations while highlighting the strategic value of major functional units within an organization. Through the study of decision making frameworks, learners evaluate how leaders navigate complex environments, manage people and tasks, and respond to organizational challenges. The course also explores emerging business synergies fueled by technological innovation, preparing students to recognize and leverage new opportunities. By the end, students integrate these insights to construct a comprehensive business solution addressing multifaceted organizational issues. 3 credits.

BUSC 610 Data Analysis for Decision Making

This course teaches foundational statistical methods for collecting, describing, and analyzing data for the purpose of problem-solving and decision-making. Students will be tasked to rethink events and assumptions through available data, apply different statistical methods on datasets, and design a project for management decision-making through data analysis. 3 credits.

BUSC 621 Economic Analysis

This course introduces students to the economic principles that shape business decision making, beginning with the factors that influence demand, supply, and overall market outcomes. Learners evaluate how firms pursue profit maximization amid competitive pressures and shifting market variables, applying analytical and innovative strategies to interpret the economic forces that define the business environment. The course emphasizes managerial decision making under uncertainty, guiding students in the use of probability and expected value to assess risk and choose effective actions. Students also develop fluency with present value concepts to evaluate trade offs over time and support long term strategic planning. Together, these tools equip learners with a solid economic foundation for informed and forward thinking managerial decisions. 3 credits.

BUSC 683 Strategic Project Management

Strategic project management is the process of managing complex project outcomes through a combination of business strategy and project management techniques that align the project to the organizational mission. In this course, you will learn how to support their organization's business strategy not just with traditional time, budget and performance metrics, but with an expanded approach as a strategic management tool. 3 credits.

BUSC 689 Strategic Business Operations Capstone

Prerequisites: BUSC 600, ACCC 605, OLCC 613, BUSC 610, BUSC 621, MKTC 605, HRCC 630, FINC 607, and OLCC 632.

As the culminating experience in the MBA pathway, this capstone course challenges students to synthesize their knowledge of organizational strategy, operations, and leadership to address complex, real-world business problems. Students apply advanced frameworks to evaluate operational strategies and performance, weighing critical trade-offs to strengthen strategic positioning and maximize value creation. Emphasis is placed on designing robust plans that protect organizational assets through comprehensive risk-mitigation approaches. Drawing on industry reports and market analyses, learners craft and communicate strategic actions that reflect sound judgment and executive-level thinking. The course also examines how global interdependencies and digital innovations reshape operational networks, guiding students to design optimized, future-ready systems. By integrating insights from across the MBA curriculum, students demonstrate their readiness to lead strategic initiatives in today's competitive and rapidly evolving business environment. 3 credits.