

Business

Program Description

The objective of the business curriculum is to provide the student with exposure to the various facets of decision making for business. The use of theoretical knowledge and models for problem solving in business is the heart of the program, with the student acquiring some experiences in the business sciences. *(Note: This program is being phased out.)*

Program Curriculum

The 36 credit hours required for the master of arts (M.A.) in business must include the following courses for the degree:

BUSN 5000 Business (Requisite Course)
BUSN 5600 Accounting Theory and Practice
FINC 5000 Finance
BUSN 5620 Current Economic Analysis
BUSN 5630 Business Law
MRKT 5000 Marketing
BUSN 6000 Integrated Studies in Business

In addition, the student chooses graduate elective courses offered in this major and/or from the program curricula of other majors.

If the requisite course is waived, the student must choose an elective course from this major or from the program curriculum of another major. Students pursuing dual majors who have the requisite course(s) waived will complete only the remaining required courses for the dual majors.

Course Descriptions

BUSN 5000 Business (Requisite Course) (3)

This course is designed to provide a foundation in such general business concepts as economics, finance, accounting, business law, marketing, and other business systems.

BUSN 5500 Professional Seminars (1-3)

Students participate in seminars designed to examine contemporary issues in business. The professional seminar supplements the core and elective courses in the area of business by focusing on issues of current and special interest. Course may be repeated for credit if content differs. Graduate students may apply a maximum of 3 credit hours of these seminars as electives to meet the credit-hour requirements for graduation. This course may not be completed by directed study.

BUSN 5600 Accounting Theory and Practice (3)

Students examine the accounting function and its role in modern business. Basic accounting theory and principles are examined, and some of the more important contemporary accounting developments are

reviewed. Case studies are analyzed with an emphasis on situations from the students' own work experiences. This course is designed for consumers as opposed to producers of accounting.

BUSN 5620 Current Economic Analysis (3)

Implications of current economic events are examined through the applications of economic theory. Emphasis is placed on acquainting the student with methods of economic analysis in the context of current economic issues.

BUSN 5630 Business Law (3)

This course provides a basic understanding of laws that relate to business with emphasis on the law of contracts, negotiable instruments, secured transactions, business organization and structure, relationships among firms, and property. Case studies are analyzed in order to give the student an understanding of how these various laws have evolved.

BUSN 5680 Issues in Business (3)

Current and significant issues in business are examined. The course focuses on existing theories and practices as well as on new and emerging topics in the field. Course may be repeated for credit if content differs.

FINC 5000 Finance (3)

The student examines the general nature of financial management, the American financial system, taxes, and the major financial decisions of corporations. Specific attention is given to present value and capital budgeting; risk and asset pricing; financial analysis and forecasting; financial decisions and market efficiency; and capital structure. Problem-solving methodology is used to illustrate the theories and tools in financial decision making. Prerequisites: BUSN 5600 and BUSN 5760. (BUSN 5200 cannot be substituted for FINC 5000.)

MRKT 5000 Marketing (3)

Students examine the character and importance of the marketing process, its essential functions, and the institutions exercising these functions. Course content focuses on the major policies that underlie the activities of marketing institutions and the social, economic, and political implications of such policies.

Capstone Course

BUSN 6000 Integrated Studies in Business (3)

The student is expected to synthesize and integrate through case studies and analytical tools the learning experiences acquired in previous business courses and to evaluate the research and current topics relative to this major. Prerequisite: completion of all other required courses in this major.