B A 1310. Introduction to Business.
This course introduces freshmen to business and previews what students will experience in the McCoy College of Business. It surveys accounting, finance, economics, law, management, marketing, and information systems and analytics, both as individual components of an organization and collectively as part of an organization's strategy. Students learn about leadership, individual conduct, and the ethical and data-driven decision-making expected in college and the business and professional world.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tu- Mkt Admin
Grade Mode: Standard Letter

The course introduces the modern business enterprise with an emphasis on the interdependence of the business functions in a global environment. Topics include the cross border impacts of culture, politics, and law on trade, investment, marketing, management, and accounting and financial systems.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tu- Business Admin
Grade Mode: Standard Letter
TCCN: BUSI 1301

B A 3110. Professional Development I.
This course prepares students for the professional rigor expected in the McCoy College of Business and gives them a start on career planning and the development process. This process involves a variety of career exploration and development experiences designed to help students identify their passion, prioritize and focus their job search efforts, and develop their leadership, communication, and personal marketability. Topics include self-assessment, career passion discovery, career exploration and development exercises, and resume and interview training to assist in finding rewarding internships and full-time jobs. Prerequisite: B A 1310 with a "C" or better and a minimum 2.0 Overall GPA.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Dif Tu- Business Admin
Grade Mode: Standard Letter

B A 3120. Professional Development II.
This course builds upon and expands students' basic understanding of career planning and development. A portion of this course is major-focused so that students are prepared for specific business roles. This course applies networking skills, company (prospective employer) analysis, internship/job analysis and search strategy, interviewing skills, and negotiation techniques to maximize the students' new-hire potential. Prerequisite: B A 3110 with a "C" or better and a minimum 2.0 Overall GPA.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Dif Tu- Business Admin
Grade Mode: Standard Letter

This study abroad course introduces students to the international business environment. Topics include cultural, political, social, and economic factors affecting international business, and the regulatory and ethical environment of global businesses.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Dif Tu- Business Admin
Grade Mode: Standard Letter

B A 4312. International Business Internship.
Integration of professional and academic experience through internship in an international business related activity with an external employer. Prerequisites: Instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Dif Tu- Business Admin
Grade Mode: Standard Letter

B A 4315. International Trade Operations.
This course examines the basics of international trade operations, focusing on the procedures, documentation, and regulation pertaining to export and import operations from the perspectives of exporters, importers, and various intermediaries. Prerequisites: MGT 3375 and MKT 4310 both with grades of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Dif Tu- Business Admin
Grade Mode: Standard Letter

This course is designed to contribute to the development of the business professional. Academic content is supplemented by training in soft skills topics to better prepare the students for a successful business career. Repeatable for credit with different topic.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit

B A 5351. Organizational Performance and Competitive Advantage.
This course is designed to provide an integrative understanding of the firm. A variety of organizational models and perspectives will be incorporated to facilitate understanding of the complexities of the firm, its environments, and its relationships with stakeholders. Includes focus on case analysis issues and communication skills.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
B A 5353. Understanding and Analyzing Organizational Problems.
An introduction to the concepts of economic theory and optimization, with an emphasis on developing skills in data and economic analysis to solve business problems. Coverage includes prices, costs, market structures, macroeconomic policies, and optimization. Corequisite: B A 5351 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

B A 5368A. MBA Full Time Cohort International Experience.
This course will focus on developing an understanding and analysis of issues related to business challenges in another country. Students will gain first-hand experience with the business practices, culture and economy of another country. Corequisite: MGT 5313 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

B A 5396. Internship in Business Administration.
This course is based on experiential learning while the student works in business administration. Students will integrate both professional and academic experiences through the internship with an external employer. Prerequisite: Instructor approval.
3 Credit Hours. 1 Lecture Contact Hour. 20 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

B A 5398. Independent Study in Business Administration.
This course focuses on individual in-depth research. Students, in consultation with a faculty member, choose a selected area of study in business administration and work independently on a specialized project. Course may be repeated with approval of associate dean for graduate programs. Prerequisite: Instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter