

# **ABBA. ACCELERATED BACHELOR OF BUSINESS ADMINISTRATION (ABBA)**

## **ABBA-151. ENTREPRENEURSHIP AND INNOVATION**

**Credits:** 3

This course takes students through the entrepreneurial process from the creative practice of developing a business concept, to planning the venture, to launching and operating the business, to harvest and closure of the firm. Students learn how businesses operate through the study of functional areas such as marketing, management, human resources, accounting, finance, and operations. Most importantly, students learn and experience how to integrate the functional areas by tracking information and performance using financial statements.

## **ABBA-152. THE LEADERSHIP PROCESS**

**Credits:** 3

This course takes an interdisciplinary approach to understanding the complex process of leadership. Students will have the opportunity to explore both leadership theory and the practical application of leadership within different contexts (i.e. group, community, not-for-profit, small business and large organizational environments). The course will also focus on current issues that impact the leadership process including culture, diversity, and global perspectives. Additionally, the course will explore skills and behaviors associated with leadership including ethical decision-making, communication, influences, conflict resolution, and motivation.

## **ABBA-153. BUSINESS COMMUNICATIONS**

**Credits:** 3

Three credits This course emphasizes written and oral communications used in business. Students practice writing major business correspondence, including letters containing persuasive requests and refusals, inquiries, orders, sales, applications, credit, collection, and goodwill. Investigative techniques of research and analytical report writing are examined. Students learn the major techniques of effective oral presentations - such as organizing for impact, gaining and keeping audience attention, multimedia applications, and adapting to cross-cultural audiences.

## **ABBA-154. BUSINESS ECONOMICS**

**Credits:** 3

This course introduces the student to macroeconomic and microeconomic theories and principles. Core issues in both areas of Economics such as supply and demand, fiscal policy and monetary policy, employment, and pricing and output determination are explored in a business environment context.

## **ABBA-161. FINANCIAL ACCOUNTING**

**Credits:** 3

This course studies the nature, function, and environment of accounting, including the accounting information system, account analysis, and decision-making. The course also provides an understanding of accounting issues and objectives for proper interpretation and analysis of financial accounting information.

## **ABBA-162. MANAGERIAL ACCOUNTING**

**Credits:** 3

This course develops managerial accounting as an internal tool used to generate information for managerial planning and control. Students will develop an understanding of how costs flow through the manufacturing process and how financial and non-financial information is used to make budgeting and other managerial accounting decisions.

## **ABBA-235. THE LEGAL ENVIRONMENT AND BUSINESS LAW**

**Credits:** 3

This course provides a foundation for business managers to operate within the legal environment in which all businesses in our society function. It provides an overview of law and our legal system, the lawmaking and adjudicatory processes, and the roles of economic, social, and political forces in the shaping of constraining legal rules and regulations. It also provides a study of the laws protecting consumers and employees; and the law of contracts, sales, and business organizations.

## **ABBA-251. PRINCIPLES OF MANAGEMENT**

**Credits:** 3

This course introduces the theory and practice of managing organizations. Students analyze the concepts required in overseeing a company including planning, organizing, and controlling. Interdisciplinary in nature, social and ethical dimensions of managing are also examined.

## **ABBA-257. INFORMATION TECHNOLOGY FOR BUSINESS**

**Credits:** 3

This course explores the assumptions, concepts and theories of information technologies for digital business in the knowledge economy. Topics will include examining critical issues of communication and connectivity of information systems for the organization from both the strategic and technical perspectives. Digital opportunities for organizational connectivity, development of standards and motivating strategic alliances will be emphasized.

## **ABBA-319. STATISTICS FOR BUSINESS**

**Credits:** 3

This course serves as an introduction to the primary calculations and tools needed in business and economics. Topics include, but are not limited to, algebraic functions, interest rates, defining and describing data, numerical and graphical summaries of data, hypothesis testing, and regression and correlation analysis. Mathematical modeling in the business environment is emphasized.

## Accelerated Bachelor of Business Administration (ABBA)

### **ABBA-321. PRINCIPLES OF MARKETING**

**Credits:** 3

This course provides an introduction to the planning and activities of marketing. The course will provide an understanding of the dynamic role marketing plays in the global and national economy as well as the organization. The student will have the opportunity to build a knowledge base about the following areas: strategic marketing, research, consumer behavior, segmentation and targeting, marketing mix planning, the selling process, implementation, and evaluation. Marketing challenges, ethical thinking and action, and global dimensions of the practice of marketing and retailing will be identified.

### **ABBA-340. CORPORATE FINANCE**

**Credits:** 3

This course provides a study of the financial theories and decision-making models relating to: financial analysis and planning; working capital management; cash budgeting; capital asset acquisitions; capital asset financing; cost of capital; capital structuring; acquisitions; divestitures; and reorganizations.

### **ABBA-352. PRODUCTION AND OPERATIONS IN BUSINESS**

**Credits:** 3

This course introduces principles of decision-making, how competition is enhanced, product and process development and management, quality management, and fundamentals of supply chain and inventory management.

### **ABBA-353. MANAGEMENT OF HUMAN RESOURCES**

**Credits:** 3

This course deals with acquiring skills and understanding of the planning and technologies involved with local, regional, national, and global human resources management. Topics such as selection and recruitment, and job analysis and design are explored. Also included are appraising and rewarding performance, compensation and benefits, and labor management relations.

### **ABBA-354. ORGANIZATIONAL STUDIES**

**Credits:** 3

This course emphasizes organizational theory and structure enhancing the student's ability to take action in organizations. The role of the employee and manager in the organizational change process will be discussed, highlighting the complexity of change. Topics such as motivation, risk, social influence, communication, organizational structure, team dynamics, leadership, culture, and power will be presented.

### **ABBA-358. INTERNATIONAL BUSINESS MANAGEMENT**

**Credits:** 3

This course is an introduction to the field of international business. It provides an overview of the world economy; trade channels; and the effects of economic, political, and the social environment on international management. It also provides an insight to problems that exist in international operations, as well as the role of government in fostering international business.

### **ABBA-461. BUSINESS STRATEGY AND DECISION-MAKING**

**Credits:** 3

This first capstone course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation and execution of strategic plans and a particular emphasis on improving a company's performance. ADVISOR PERMISSION REQUIRED.

### **ABBA-462. PROFESSIONAL BUSINESS EXPERIENCE**

**Credits:** 3

This second capstone course is part of a three-session (15 week) professional business experience in which students apply their accumulated knowledge, skills, and abilities in a private or public organization related to the students' academic objectives and career goals. The course will include cooperative education, independent study, and/or an experiential component. ADVISOR PERMISSION REQUIRED.