



William Howard Taft — U n i v e r s i t y —

The W. Edwards Deming School of Business

Bachelor of Science in Business Administration (BSBA) Program

REV. 5-2010

CATALOG SUPPLEMENT

(A Non-Resident Independent Study Degree Program)

The University's School of Business is dedicated to the memory of W. Edwards Deming (1900-93), a consultant and academic scholar recognized as the father of the total quality management movement and a proponent of life-long learning.

This catalog supplement should be carefully reviewed in conjunction with the University's *General Catalog* by individuals considering application to the *BSBA* program. Additional catalog supplements are available for other University degree programs.

Any questions on the information contained in this catalog supplement should be directed to the Admissions Office at the address or telephone numbers below:

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The Bachelor of Science in Business Administration Program

OVERVIEW

The *Bachelor of Science in Business Administration (BSBA) Program* is a directed independent study undergraduate degree program. The objective of the *Program* is to develop educated business professionals. This is accomplished through the presentation of the technical and interpersonal skills necessary to obtain entry-level positions in the fields of business as supervisors, managers, accountants, controllers, or as independent business operators. Graduates of the programs will emerge with a recognized degree and a set of diverse and relevant skills that are applicable in the pursuit of administration, management, or entrepreneurial opportunities and growth.

The *Program* offers business core curriculum, additional elective Foundation courses and the option of one of six areas of specialization (concentration courses) designed to meet specific professional applications. Core Foundation courses build a broad understanding of the important elements of business management and administration while providing for a number of elective options. Concentration courses supplement the foundation by allowing students to develop a deeper understanding of a defined area of study.

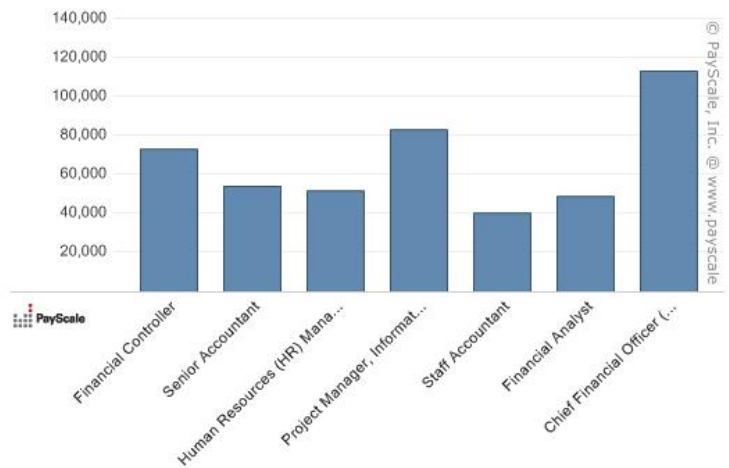
Students in the *Program* may pursue a concentration in any one of the following areas:

- Marketing
- eBusiness
- Finance
- Accounting
- International Business
- Project Management

Business study prepares jobseekers for a range of careers. Some students who have a bachelor's degree in business choose to get practical experience by working in management training or career development programs. Some are interested in entrepreneurship.

Graduates of the *Program* who complete 24 units of accounting courses will generally qualify for the CPA exam.

Salary.com, www.salary.com, uses a number of calculators to predict salary potential. Top executives in the United States are some of the highest paid in the world and can earn hundreds of thousands, up to millions of dollars per year.



In general, the outlook for employees who have business degrees is outstanding because when looking for managers and supervisors, most companies prefer to promote employees who have degrees. This is because the degree provides a wide variety of business skills that can be used in a variety of areas throughout a company. This *Program* gives a basic knowledge of skills that allow a student to work nearly anywhere a business has a need. The *Program* is also a great starting point for people who eventually want to specialize in a certain business area and perhaps earn a Master's Degree.

PRESENTATION

The *BSBA Program* utilizes a directed independent study modality and requires no classroom attendance. It is 120 semester units with 30 units required in general education, 78 units in business foundation courses, and 12 units from one of six concentration areas.

The *Program* is presented on a trimester basis. Students are generally enrolled in 12 units (4 courses) each trimester. Each trimester consists of a minimum time period of 16 weeks from the date study commences.



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PRESENTATION - *concluded*

Students not completing all trimester coursework in 16 weeks will be granted an extension of time (not to exceed 48 weeks) to complete. Students may take a leave-of-absence between trimesters. However, except in special circumstances, the entire degree program must be completed within seven years.

Each course in the *Program* is 3 semester units with the exception of *BUS 499 – Comprehensive Business Plan*, which is 6 units. Each course contains a series of lesson assignments generally consisting of reading assignments supplemented occasionally by various multimedia. Students are tested through objective examinations and written projects.

LEARNING OUTCOMES

General Education Learning Outcomes:

Students will demonstrate the ability to:

- Assess personal, professional, social and civic values through application of the methods, and theories of the social sciences.
- Apply mathematical principles to solve problems and communicate quantitative information.
- Demonstrate precision in writing skills through coherent thought processes, and logical organization.
- Employ critical thinking skills in the analysis, evaluation, and assessment of issues and problems.
- Analyze the role of diversity, ethics, and values in personal and professional actions.
- Employ technology in researching, synthesizing and communicating information.

Business Foundation Learning Outcomes:

Business and Management/Administration: Students will demonstrate application of knowledge in the following broad-based areas: business management, accounting, marketing, economics, organizational behavior, and finance.

- **Collaboration and Communication:** Students will demonstrate the ability to communicate effectively in a variety of modalities. Students will demonstrate an understanding of how to effectively manage individuals and teams in the business environment, and explain the traits and actions of effective leaders.
- **Technical Competence and Problem Solving:** Students will demonstrate an understanding of the use of information systems to gather data, assess information, and formulate meaningful reports to make effective business decisions. They will demonstrate an understanding of the concepts involved in identification of business-related problems and how to make appropriate recommendations based on sound reasoning and analysis, with sensitivity to stakeholder interests.
- **Ethics and Social Responsibility:** Students will demonstrate the ability to evaluate ethical issues and recognize business related legal issues. Students will also demonstrate an ability to identify the connections between business and community and make socially responsible and environmentally sustainable choices when incorporating business operations and strategy.

ADMISSION POLICIES AND REQUIREMENTS

Applicants must provide verification of High School graduation, GED, or the equivalency. BSBA students may transfer up to 90 units from other appropriately accredited institutions. A minimum GPA of 2.0 is required for transfer credits.

Students pursuing the BSBA degree program enter the University as pre-business students. They retain that classification until they are admitted to the BSBA program. The BSBA degree is granted to those students who achieve BSBA admission and fulfill all degree requirements.

BSBA admission requires that credit be earned for the required Foundation courses with a minimum grade point average of 2.25. Those who do not achieve BSBA admission after completion of 60 semester credits applicable to the degree are placed on academic probation for a maximum of one trimester to complete the requirements for BSBA admission.



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ADMISSION POLICIES AND REQUIREMENTS

- concluded

Students who do not successfully gain admission to the BSBA program will not be able to complete the BSBA degree.

Applicants whose native language is not English must receive a minimum score of 500 on the paper-based Test of English as a Foreign Language (TOEFL PBT), 61 on the Internet Based Test (iBT), or a 6.0 on the International English Language Test (IELTS). Transcripts not in English must be evaluated by an appropriate third party and translated into English or a trained transcript evaluator fluent in the language on the transcript. For more information on TOEFL visit the website: www.ets.org/toefl.

If the applicant is accepted for admission, enrollment materials will be prepared and sent to the applicant for review and signature.

DEGREE REQUIREMENTS

To earn the *BSBA* degree, a student must complete the courses described in this *Catalog Supplement* (120 units total) with a cumulative grade point average of at least 2.00. The requirements must be completed within seven years from the date of initial enrollment.

FINANCIAL INFORMATION

The tuition for the *Program* is \$225.00 per unit. Current information on financial aid is set forth on the University's website. Enrollment in the *Program* will generally qualify students for payment deferrals on existing federally insured student loans. Applicants seeking deferrals on existing student loans should check with their lenders prior to enrollment.

All payments submitted for tuition and fees must be payable in U.S. dollars by MasterCard®/Visa®/ American Express® or personal/business check.

FEE SCHEDULE

Application Fee	\$40.00
Transfer Credit Evaluation Fee	\$55.00
Portfolio Credit Evaluation Fee	\$100.00
Registration Fee <i>(Per Trimester)</i>	\$50.00
Graduation Check/Diploma Fee	\$75.00
Computer Library Fee <i>(Per Trimester)</i>	\$45.00
Administrative Accounting Fee <i>(Per Trimester)</i> <i>(Installment Payment Option Only)</i>	\$25.00
Transcript Fee <i>(Two Provided at No Cost)</i>	\$10.00
Returned Check Fee	\$25.00

The cost of books and materials, other than each course syllabus, is not included in the tuition. Most books and materials may be purchased at local colleges, retail bookstores, directly from publishers or over the Internet. The cost is estimated to average approximately \$125.00 per course.





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FACULTY

The University employs faculty qualified to undertake the level of instruction or course development that they are assigned. They possess degrees or credentials appropriate to the degree program and level they teach.

A complete listing of faculty and their qualifications is set forth in a separate *Catalog Supplement*.

TRANSFER CREDIT, PORTFOLIO CREDIT AND CREDIT BY EXAM

Subject to the limitations of state and accreditation regulations and academic comparability, students may apply to have credit awarded through completion of:

- **Transfer Credit:** Transfer credit toward a degree may be awarded for postsecondary courses completed by the student at other institutions if such courses are found to meet the standards and requirements of the specific program. Transfer credit must be from an appropriately accredited institution.
- **Portfolio Credit:** A demonstration of college-level learning to earn course credit for professional and life experience. Credit may be given for adequately documented and validated experiential equivalent learning of a postsecondary nature. Examples include credit for learning acquired through business experience, college level equivalent tests, achievement in a related profession, or other postsecondary level equivalent experience. Students with prior military experience may also apply to have military coursework and documentation evaluated for possible equivalent college credit.
- **Credit by Exam:** (CLEP, and DANTES Exams) A maximum of 90 units may be awarded for transfer credit or a combination of transfer credit and experiential or equivalent credit. For no student, however, may the credit given for experiential or equivalent learning exceed 30 units. Official transcripts will be required for courses approved to transfer into the Program within 60 days of enrollment. A minimum GPA of 2.0 is required for transfer credits.

A \$55 transfer credit evaluation fee is assessed for students wishing to transfer credits for comparable courses taken at other approved institutions. A \$100 portfolio credit evaluation fee is assessed for students wishing to apply experiential equivalent learning toward the program.

HOW TO ENROLL

To apply for admission to the *Program*, an applicant must first complete the University's Online *Application for Admission* Form along with the required \$40.00 application fee. The application form is accessed at the University website. Official transcripts will be required for courses approved to transfer into the *Program* within 60 days of enrollment.





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CURRICULUM AND COURSE DESCRIPTIONS

Program requirements and course prerequisites are outlined in the table below. Unless a specific prerequisite is identified, all 100 and 200 level courses may be taken in any order.

GENERAL EDUCATION COURSES

Required Gen Ed Courses		24 credits required from the following	Prerequisites
GE 100	Developmental English	Required	
GE 105	Fundamentals of Psychology	Required	
GE 110	Fundamentals of Sociology	Required	
GE 115	Fundamentals of Math	Required	
GE 120	English Composition I	Required	
GE 121	English Composition II	Required	GE 120
GE 130	Fundamentals of Speech Communication	Required	
GE 210	Applied Ethics	Required	
Elective General Education Courses		6 credits required from the following	
GE 200	American History I	Elective	
GE 201	American History II	Elective	GE 200
GE 215	Fundamentals of Biology	Elective	
GE 220	Environmental Science	Elective	
GE 225	Fundamentals of Physical Science	Elective	
GE 230	Western Civilization I	Elective	
GE 231	Western Civilization II	Elective	GE 230
GE 240	United States Government	Elective	

REQUIRED FOUNDATION COURSES

Required Foundation Courses (All required - 30 credits)		30 credits required from the following	
ACC 200	Accounting I	Required	GE 115
ACC 201	Accounting II	Required	ACC 200
BUS 100	Fundamentals of Business	Required	
MKT 105	Fundamentals of Marketing	Required	
BUS 110	Organizational Behavior	Required	
BUS 115	Fundamentals of Management	Required	
BUS 200	Business Ethics	Required	
FIN 210	Fundamentals of Finance	Required	
BUS 220	Business Communication	Required	GE 130
BUS 230	Business Math	Required	GE 115



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ELECTIVE FOUNDATION COURSES and BUSINESS PLAN

Elective Foundation Courses	48 credits required from the following	Prerequisites All 100 and 200 level courses
ACC 410 Cost Accounting	Elective	All Core, Foundation and Elective Courses
ACC 415 Financial Accounting	Elective	
ACC 420 Managerial Accounting	Elective	
ACC 430 Introduction to Taxation	Elective	
BUS 300 Business Research	Elective	
BUS 330 Human Relations in Business	Elective	
BUS 340 Business Information Systems	Elective	
BUS 350 Human Resource Management	Elective	
BUS 360 Customer Relationship Management	Elective	
BUS 370 Business Law	Elective	
BUS 380 Leadership in Organizations	Elective	
BUS 390 Entrepreneurship	Elective	
BUS 395 Strategic Management	Elective	
BUS 400 Quantitative Methods	Elective	
BUS 405 Fundamentals of Macroeconomics	Elective	
BUS 406 Fundamentals of Microeconomics	Elective	
BUS 410 Operations Management	Elective	
BUS 499 Comprehensive Business Plan (6 units)	REQUIRED	





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CONCENTRATION COURSES

Concentration Courses	12 credits required from the following. (Choose one concentration)	Prerequisites All 100 and 200 level courses plus the following
Marketing		
MKT 400 Consumer Behavior	Elective	
MKT 410 Marketing research	Elective	
MKT 420 Internet Marketing	Elective	
MKT 430 Branding and Channel Management	Elective	
eBusiness		
BUS 415 eCommerce	Elective	
BUS 420 Data Management	Elective	BUS 415
BUS 430 Fulfillment and Customer Service	Elective	BUS 415
MKT 420 Internet Marketing	Elective	
Finance		
FIN 440 Corporate Finance	Elective	
FIN 445 Investments and Portfolio Management	Elective	
FIN 450 International Finance	Elective	
FIN 455 Financial Institution Management	Elective	
Accounting		
ACC 400 Intermediate Accounting	Elective	
ACC 405 Advanced Accounting	Elective	ACC 400
ACC 425 Accounting Information Systems	Elective	
ACC 440 Auditing and Attestation	Elective	ACC 400
International Business		
BUS 460 Global Business Foundations	Elective	
BUS 465 Trade in International Business	Elective	BUS 460
BUS 470 Legal Operations in International Business	Elective	BUS 460
MKT 435 Marketing Concepts in International Business	Elective	BUS 460
Project Management		
PM 400 Fundamentals of Project Management	Elective	
PM 410 Project Scheduling and Costing	Elective	PM 400
PM 420 Project Risk Management	Elective	PM 400
PM 430 Project Communication and Procurement	Elective	PM 400



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General Education

GE 100 Developmental English

This course will help students with varying needs excel at becoming stronger, more consistent and more creative writers. Included with every new copy of the accompanying text is an innovative CD featuring 55 audio and animated "mini-lectures" on key writing and grammar topics, to help students master the concepts.

GE 105 Fundamentals of Psychology

This course helps students understand why other people do the things they do and helps them better understand themselves and their reactions to other people. It explores how the brain and body are connected, how to improve learning abilities and memory, and how to deal with the stresses of life, both ordinary and extraordinary. Using the APA undergraduate psychology learning outcomes, this course presents comprehensive coverage of key research.

GE 110 Fundamentals of Sociology

This course presents a rich and practical examination of sociological theory. The course examines three main perspectives -- functionalism, symbolic interactionism, and conflict theory -- and applies them throughout. Students explore the "stories" behind sociological ideas and the individuals who developed them, to help view sociology as an intellectual community of ideas across space and time.

GE 115 Fundamentals of Math

This course encourages students to see and interpret the mathematics that appears every day by using a wide variety of examples and exercises to connect the mathematical content with the real world. Students will study topics from whole and fractional numbers to statistics and algebra.

GE 120 English Composition I

This course introduces students to the basics of composition, grammar and provides clear explanations of the writing process, critical thinking, and argument. It provides the latest documentation guidelines in MLA, APA, Chicago, and CSE styles.

GE 121 English Composition II

This course illustrates that good research and lively writing do not have to be mutually exclusive. Students are encouraged to find ways to bring their writing to life, even though they are writing with "facts." Full explanations of the technical aspects of writing and documenting source-based papers help students develop sound research and analysis skills.

GE 130 Fundamentals of Speech Communication

This course is designed to introduce students to the basics of the skills and competencies of speech communication.

GE 200 American History I

This course presents a balanced overview of the United States as an unfolding story of national development. Students will study history spanning early Native American culture before conquest, through the Civil War.

GE 201 American History II

Part 2 of American History explores the period from the end of the Civil War through the year 2006. The integration of political, diplomatic, social, cultural, and economic history tells the story of all Americans--white, black, Native American, Hispanic, women, politicians, business leaders, and everyday people.

GE 210 Applied Ethics

This course examines various ethical theories and ties them to contemporary ethical issues in a format that allows students to engage the subject matter through application of those theories and concepts. Students are presented with various ethical debates on important social issues through paired readings in a "pro-con" format. Topics cover the death penalty, abortion, homosexual relations, animal rights, and terrorism, allowing students to formulate their own judgments about controversial issues and engage them to consider the implications of various ethical theories for questions about free will, just deserts, and the nature of ethical behavior.

GE 215 Fundamentals of Biology

This course introduces students to the basics of biology. Topics cover a wide variety of subjects including Biochemistry, Climate and Biomes, Mendelian and Quantitative Genetics, Natural Selection, Respiratory, Cardiovascular, and Excretory Systems, Endocrine, Skeletal, and Muscular Systems, Brain Structure and Function, Plant Physiology and many more.



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CURRICULUM AND COURSE DESCRIPTIONS

General Education courses concluded:

GE 220 Environmental Science

This course covers topics in environmental economics and environmental policy, chemistry, energy, and ecosystems, biodiversity, agriculture, urbanization, resources management, environmental health and toxicology, the atmosphere, global climate change, nonrenewable and renewable energy alternatives, waste management, sustainable solutions, and many others.

GE 225 Fundamentals of Physical Science

This course presents a clear and engaging introduction to physics, chemistry, astronomy, and earth sciences. Some of the major topics include Newton's First Law of Motion - Inertia, Newton's Second Law of Motion - Force and Acceleration, Newton's Third Law of Motion - Action and Reaction, Momentum, Energy, Gravity, Fluid Mechanics, Heat, Electricity, Magnetism, Waves and Sound, Light and Color, The Atom, Nuclear Energy, Elements of Chemistry, Rocks and Minerals, Oceans and Atmosphere, Driving Forces of Weather, The Solar System, Stars and Galaxies, The Structure of Space and Time, and many more.

GE 230 Western Civilization I

This course covers topics in western civilization from the beginning to year 1715. It integrates coverage of social, economic, religious, and cultural history within a traditional, political framework. Also presented are constitutional documents, political theory, philosophy, imaginative literature, and social description. Students should learn to understand and respect other cultures; and think critically about history.

GE 231 Western Civilization II

This course follows course *GE 230 Western Civilization I*, and covers topics in western civilization from the year 1600 to the present day.

GE 240 United States Government

This course introduces students to the essentials of American government and its history up to the 2008 elections. Topics include the international, demographic and economic environment, the constitution, the federal system, congress, elections, media, interest groups and more. Students will explore some of the hottest political issues of the day, such as immigration reform and the challenge posed by nuclear programs in Iran and North Korea.

Required Foundation Courses

ACC 200 Accounting I

This is the first of 2 courses that introduce students to the comprehensive components that constitute managerial and financial accounting. Students will examine and be able to prepare financial statements, budgets, and employ accounting data in making strategic and managerial business decisions.

ACC 201 Accounting II

This course follows *ACC 200 Accounting I* with topics in financial analysis, costing, and performance evaluation.

BUS 100 Fundamentals of Business

This course introduces students to fundamental business concepts, the business environment, forms of business, management, marketing and the principles of business finance.

MKT 105 Fundamentals of Marketing

This course will examine how to create customer value, target the correct market, and build customer relationships. The changing nature of consumer expectations means that marketers must learn how to build communities in addition to brand loyalty. Today's marketing challenge is creating vibrant, interactive communities of consumers who make products and brands a part of their daily lives. Students will explore how to create value and gain loyal customers.

BUS 110 Organizational Behavior

This course examines organizational theory and application. It provides a comprehensive review of individual, group, and organizational performance in relation to organizational structures in contemporary business settings.



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Required Foundation Courses concluded:

BUS 115 Fundamentals of Management

This course introduces students to management philosophies in today's changing world. It includes globalization, ethics, diversity, customer service, and innovation from a managerial perspective.

BUS 200 Business Ethics

This course explores the theoretical background of ethics, ethical decision making, relationships between businesses and stakeholders, ethical issues relating to the firms interaction with the natural environment, health care, and ethical issues related to information technology, strategic planning, and corporate culture. Students will consider the positive consequences of ethical behavior, and the negative consequences of unethical behavior.

FIN 210 Fundamentals of Finance

This course explores the concepts, techniques and tools used for financial decision-making including capital structure planning, financing decisions, working capital management and financial management for global corporations.

BUS 220 Business Communication

This course explores the fundamentals of communications that apply to the business setting. Particular focus is given to the writing process, crafting effective brief messages, messages for electronic media, reports and oral presentations, and employment messages.

BUS 230 Business Math

This course links mathematics with real business practices in real businesses, and gives students a better appreciation for and understanding of the concepts that are vital in the business world. Topics include banking, business statistics, trade and cash discounts, markups and markdowns, payroll, consumer credit, mortgages, insurance, taxes, and stocks and bonds.

Elective Foundation Courses:

ACC 410 Cost Accounting

This course presents the most current practice and theory, and reaches beyond cost accounting procedures to consider concepts, analyses, and management. Professional issues related to Management Accounting and Management Accountants are emphasized. Topics cover the accountant's role in the organization to performance measurement, compensation, and multinational considerations.

ACC 415 Financial Accounting

This course emphasizes the ideas and practices followed by today's business entrepreneurs when developing and implementing accounting information in the preparation of financial reports to external parties. Students gain insights into the application of accounting and accounting principles as they relate to a company's performance and valuation.

ACC 420 Managerial Accounting

This course explores accounting as it applies to the internal managerial decision making process. Students will examine the process of identifying and applying forward-looking accounting information to plan, evaluate and control a corporate entity.

ACC 430 Introduction to Taxation

This course introduces students to the major concepts, updates and mandates in federal taxation. Topics include tax research, partnerships, S corporations, tax returns, administration procedures, and U.S. taxation of foreign-related transactions.

BUS 300 Business Research

This course provides students with comprehensive coverage of the research experience as it relates to business topics. Managerial decision making is the underlying theme, and topics are presented to allow students to thoroughly explore business research functions. Students will complete an in-depth business research project as a part of this course.

BUS 330 Human Relations in Business

This course focuses on human relations issues and competencies relevant to today's work environment, taking a two-pronged approach that improves interpersonal skills by first presenting basic concepts and then by facilitating skill development and self-assessment.



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Elective Foundation Courses continued:

BUS 340 Business Information Systems

This course introduces students to the fundamentals of management information systems (MIS) and how people use information systems to solve business problems and satisfy business objectives. It explores personal, workgroup, and enterprise management information systems.

BUS 350 Human Resource Management

There is no greater asset to a company than its employees. In this course, students evaluate how to maximize a firm's potential through identifying and keeping an ideal workforce through the world of human resource management. Today's human resource professionals are not focused solely on administrative tasks. Rather, they work in all levels of the organization, and are aligned with the strategic goals of the firm. Topics include HR business ethics, social responsibility, legal considerations, staffing, human resource development, performance management and appraisal, compensation, employee and labor relations, and operating in a global environment.

BUS 360 Customer Relationship Management

This course emphasizes the importance of customer contact centers, the multiple channels used to communicate effectively with consumers, and why they are so valuable to a company's bottom line. Students explore multi-channel contact center strategies including all forms of customer contact, such as: voice, email, fax, Web and more. Students evaluate how customer service experiences impact consumer behavior and purchasing plans, and assess numerous lists, charts, and calculations that can be used to determine customer relationship management effectiveness.

BUS 370 Business Law

In this course, students will explore both the contracts and the regulatory material that is crucial for business law professions. Topics include business decisions, online commerce & Internet law, business ethics, international law, non internet-related legal issues, and landmark cases which highlight the most important cases and statutes that have shaped the law in the United States.

BUS 380 Leadership in Organizations

Effective leadership is the cornerstone of any business venture. Much research has gone into discovering how people lead effectively, and many executives want to know how to turn this research toward their advantage. This course addresses both the theoretical and the practical side of leadership and provides practical advice for business leaders.

BUS 390 Entrepreneurship

This course introduces students to the process of entrepreneurial success and shows them how to be effective every step of the way. Topics include recognizing opportunities and generating ideas, feasibility analysis, writing a business plan, industry and competitor analysis, developing an effective business model, preparing the proper ethical and legal foundation, assessing a new venture's financial strength and viability, financing and funding, unique marketing issues, intellectual property, and strategies for growth.

BUS 395 Strategic Management

This course presents students with the concepts they will need to know to form business policy and strategy. Emphasis is placed on sustainability, strategy formulation, strategy implementation and control, and the strategic concepts students will need to know as we face future environmental issues including, climate change, global warming and energy availability.

BUS 400 Quantitative Methods

This course provides a simple and practical introduction to an area that students can find difficult, avoiding excessive mathematics and abstract theory. It shows how to apply quantitative ideas to the real problems faced by managers, and includes numerous exercises and examples that help students understand the relevance of quantitative ideas to business.

BUS 405 Fundamentals of Macroeconomics

This course provides an analytical approach to macroeconomics using the latest policy and data. Students are encouraged to think like economists through the application of concepts to today's events, news, and research. Topics include macroeconomic trends, fluctuations, and policy. Students explore economic growth, finance, saving and investment, inflation, the exchange rate and the balance of payments, aggregate supply and aggregate demand, unemployment, fiscal and monetary policy, and international trade policy.



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Elective Foundation Courses concluded:

BUS 406 Fundamentals of Microeconomics

In this course, students analyze the latest concepts in microeconomic theory. Topics include how markets work, firms and markets, market failure and government, factor markets, inequality, and uncertainty. Students explore demand and supply, elasticity, efficiency and equity, government actions in markets; global markets, utility and demand, production output and costs, competition, oligopoly, and economic inequality.

BUS 410 Operations Management

This course provides students with a comprehensive framework for addressing operational process and supply chain issues to create value through operations management. Topics include competing with operations, project management, process strategy, process analysis, quality and performance, capacity planning, constraint management, lean systems, supply chain design and integration, inventory management, forecasting, operations planning and scheduling, and resource planning.

BUS 499 Comprehensive Business Plan (6 units)

Students taking this course will develop a comprehensive business plan for a real or fictitious business. Working from knowledge gained through completion of prior courses and with the guidance of the instructional faculty, students will develop and refine a plan that includes the major components: the executive summary section, the business section, the market analysis section, the financing section, and the management section.

Concentration Courses:

MKT 400 Consumer Behavior

This course explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies. Topics include introduction to the consumer research process, market segmentation, consumer motivation, personality and consumer behavior, consumer perception, consumer attitude, communication, influence of culture, cross cultural and global consumer behavior, diffusion of innovations, consumer social responsibility, and green marketing.

MKT 410 Marketing Research

This course provides students with the fundamentals of marketing research and provides them with extensive information on how to use it. Topics include: the Marketing Research Process, Characteristics of the Marketing Research Industry, Defining the Problem and Determining Research Objectives, Research Design, Secondary Data and Online Information Databases, Standardized Information Sources, Exploratory and Qualitative Research Techniques, Evaluating Survey Data Collection Methods, Measurement in Marketing Research, Developing Questions and Designing the Questionnaire, Determining How to Select the Sample, Determining the Size of a Sample, Dealing with Field work and Data Quality Issues, Descriptive Analysis, Performing Tests, Regression Analysis, and Research Reporting and Presentation.

MKT 420 E-Marketing

E-marketing is traditional marketing using electronic methods. The Internet and other technologies have had a profound effect on the way we do business. This transformation has resulted in new business techniques that add customer value, build customer relationships, and increase company profitability. Stressing product, pricing, distribution, and promotion, this course employs a strategic perspective and gives detailed attention to existing and emerging practices: namely, blogs, social networking, online branding, and search marketing. Other topics include Internet user characteristics and behavior, e-marketing communication, customer relationship management, ethics and law, point-of-purchase scanning devices, databases, and other offline technologies.

MKT 430 Branding and Channel Management

This course explores the fundamentals of branding and market channel management. Branding topics include positioning brands and developing brand meaning, brands as corporate profit drivers, advertising, pricing, segmentation, and more. Channel management topics include the design, development, maintenance, and management of effective relationships among worldwide marketing channels to achieve sustainable competitive advantage by using strategic and managerial frames of reference.



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CURRICULUM AND COURSE DESCRIPTIONS

Concentration Courses continued:

BUS 415 eCommerce

This course covers the three major driving forces behind e-commerce - technology change, business development, and social issues. Topics include: technology infrastructure for e-commerce, the Internet and www, building an e-commerce website, security and payment, business concepts and social issues, online retailing and services, online content and media, social networks, auctions, portals, and B2B e-commerce.

BUS 420 Data Management

This course introduces the essential concepts students need to create and use small databases. Topics include: database fundamentals, the relational mode, structured query language, database design, data modeling and the entity-relationship model, database management, database administration, database processing applications, and database processing for business intelligence.

BUS 430 Fulfillment and Customer Service

This course presents the fundamentals of the customer service industry, current trends and the ability to interpret those trends, and the primary abilities and strategies which lead to the successful implementation of customer service. It pinpoints the skills needed to improve and sustain customer satisfaction and business relationships.

FIN 440 Corporate Finance

This course presents core principles of corporate finance within a unique organizational structure that builds from perfect to imperfect markets. This unifying perspective and an example-driven presentation develop students' understanding by building from simple to complex and from concrete to theoretical. Topics include: Time Value of Money, uncertainty, risk and return, fluctuating interest rates, capital budgeting, comparables, financial theories (CAPM assumptions and M&M propositions), and capital structure.

FIN 445 Investments and Portfolio Management

This course explores international capital markets using numerous examples to illustrate the applications of concepts and theories. Topics include: currency exchange rates, foreign exchange parity relations, foreign exchange determination and forecasting, international asset pricing, equity concepts and techniques, global bond investing, alternative investments, the case for international diversification, derivatives, currency risk management, global performance evaluation, and structuring the global investment process.

FIN 450 International Finance

This course will illustrate how the leaders of tomorrow's multinational enterprises will recognize and capitalize on the unique characteristics of global markets. Topics include: globalization and the multinational enterprise, financial goals & governance, the international monetary system, the balance of payments, current multinational financial challenges, the foreign exchange market, foreign currency derivatives, interest rate and cross currency swaps, foreign exchange rate determination & forecasting, transaction exposure, operating exposure, translation exposure, the global cost and availability of capital, international portfolio theory & investment, foreign direct investment theory & strategy, multinational capital budgeting, multinational tax management, working capital management and international trade finance.

FIN 455 Financial Institution Management

This course focuses on managing return and risk in modern financial institutions. The central theme is that the risks faced by managers and the methods and markets through which these risks are managed are becoming increasingly similar, whether an institution is chartered as a commercial bank, a savings bank, an investment bank, or an insurance company. Although the traditional nature of each sector's product activity is analyzed, a greater emphasis is placed on new areas of activities such as asset security, off-balance-sheet banking and international banking.

ACC 400 Intermediate Accounting

This course integrates FARS/Codification exercises, cases, and simulations into the lessons and introduces students to the codification project. It explores how to leverage everyday accounting programs like Excel, GLS, and other computerized accounting software giving students a strong background in the tools needed in the accounting profession.



William Howard Taft
University

The Bachelor of Science in Business Administration Program

CURRICULUM AND COURSE DESCRIPTIONS

Concentration Courses continued:

ACC 405 Advanced Accounting

This course allows students to think critically about accounting, just as they will do preparing for the CPA exam. Students gain a well-balanced appreciation of the Accounting profession and explore financial reporting as a product of intense and considered debate that continues today and into the future.

ACC 425 Accounting Information Systems

This course presents an overview of the conceptual foundations of Accounting information Systems (AIS). It explores control and audit of accounting information systems, accounting information systems applications, and the systems development process. Topics include: transaction cycles and controls, systems life cycle, databases and data modeling, computer-based controls, fraud, and auditing.

ACC 440 Auditing and Attestation

Revised annually, this course is a comprehensive study for the Certified Public Accountant's (CPA) Exam and prepares students with detailed outlines, study guidelines and skill-building problems and solutions that help them to identify, focus on, and master the specific topics that need the most work. It contains all current AICPA content requirements in auditing and attestation.

BUS 460 Global Business Foundations

This course illustrates how successful managers must function in a competitive world. It emphasizes skills development, emerging markets, and geographical literacy. Topics include: An Overview of International Business; Global Marketplaces and Business Centers; Legal, Technological, and Political Forces; The Role of Culture; Ethics and Social Responsibility in International Business; International Trade and Investment Theory; International Monetary System and the Balance of Payments; Exchange and International Financial Markets; International Cooperation among Nations; International Strategic Management; Strategies for Analyzing and Entering Foreign Markets; International Organization Design and Control; Leadership and Employee Behavior in International Business; International Marketing; International Financial Management; Human Resource Management and Labor Relations.

BUS 465 Trade in International Business

This course introduces students to the fundamentals of trade in international operations and provides an informative focus on the future development of the world economy. Students will explore the underlying issues involved in developing and managing cross-border trade, the structure of the global economy, the dynamics governing world trade, the practice of export trade - the methods, procedures, conventions, documentation and laws. Finally, students will examine the prospects and likely future development of global trade.

BUS 470 Legal Operations in International Business

This course emphasizes practical application and theory of international business law. Students will explore the diversity and similarity of how firms are currently regulated and governed around the world. Topics include: structure of the legal environment for global business, international relations, multinational enterprises, dispute settlement across national borders, rules for global trade in goods and services, and legal issues involving foreign investment, intellectual property, money and banking, sales, transportation, financing, and taxation.

MKT 435 Marketing Concepts in International Business

This course illustrates the excitement, challenges, and controversies of global marketing. Case studies feature high-profile, real-world companies and products, allowing students to explore the latest research, master concepts, and understand the challenges associated with marketing in a global arena.

PM 400 Fundamentals of Project Management

This course presents a managerial, business-oriented approach to the management of projects, reinforced with current examples of project management in action. Topics include: The Organizational Context: Strategy, Structure, and Culture; Project Selection and Portfolio Management; Leadership and the Project Manager; Scope Management; Project Team Building, Conflict, and Negotiation; Risk Management; Cost Estimation and Budgeting; Project Scheduling: Networks, Duration Estimation, and Critical Path; Project Scheduling: Lagging, Crashing, and Activity Networks; Critical Chain Project Scheduling; Resource Management; Project Evaluation and Control; Project Closeout and Termination.



The Bachelor of Science in Business Administration Program

CURRICULUM AND COURSE DESCRIPTIONS

Concentration Courses concluded:

PM 410 Project Scheduling and Costing

This course explores how to establish realistic estimates for successful project completion. Based on PMI standards, this course illustrates how to control a project schedule and costs, and explains how to develop project plans and processes so that schedule and cost control are achievable goals. Additional material is provided relevant to those preparing to take the PMP certification exam.

PM 420 Project Risk Management

This course introduces students to risk management theories and tools to manage project risk properly, efficiently, and effectively. The Active Threat and Opportunity Management (ATOM) methodology enables project managers to apply a simple, step-wise process for managing risk. It provides practical advice on how to manage risk properly, tips on how to get the most out of the risk management process, and guidance to help minimize threats, maximize opportunities, and achieve objectives.

PM 430 Project Communication and Procurement

Using the Project Management Institute's Project Management Body of Knowledge (PMBOK) as a framework, this course provides all the tools, techniques, and best practices to successfully execute projects, keep your team and customers fully apprised, and deliver crucial information in a timely manner. With shorter production cycles and the demand for projects being faster, cheaper, and better, the need for project communications tools has increased. Written with the project manager, stakeholder, and project team in mind, this course provides the best practices, tips, tricks, and tools for successful project communications and planning.



ANSWERS TO THE MOST FREQUENTLY ASKED QUESTIONS

1. Q. How long does it take to complete the Program?

A. The University's commitment to the Accrediting Commission of the Distance Education and Training Council precludes any student graduating from a University degree program in less than one year. Students may take as long as seven years to complete the *Program*.

2. Q. Will you accept transfer credits from other Baccalaureate Programs?

A. Yes, students may transfer up to 90 semester units from comparable coursework completed at approved institutions. Applicants seeking transfer credit should include complete information on prior graduate studies at the time of application. A *Transfer Credit Form* is available to download from the University website.

3. Q. I don't have a lot of computer knowledge. Will I have difficulty completing the assignments?

A. Computer requirements are detailed in the *General Catalog*. Basic knowledge of Microsoft Windows® and Word® is necessary to complete the assignments. Internet access is necessary to utilize the elearning platform. An e-mail address is necessary to effectively communicate with University personnel and fellow students. If you have no computer experience, enrollment in one-day courses in Windows®, Word®, and the Internet, will provide the necessary computer skills to complete the assignments.

4. Q. I'm not sure I want to complete the entire Program; can I take just one course rather than enroll in the entire Program?

A. No. Students are enrolled in an average of 12 units each trimester. However, a student who elects not to complete the *Program* or enroll in additional trimesters has no financial obligation to the University beyond the current trimester.

