

**Brenau University, Inc.
Adult and Graduate Programs
Florida Catalog**

**Academic Programs
&
Course Descriptions
Addendum**

2017 – 2018

Brenau University

The Undergraduate School
The Sydney O. Smith Jr. Graduate School
Adult and Graduate Studies
2017-2018
Catalog Addendum

Statement of Non-Discrimination

Brenau University is an Equal Opportunity University open to any qualified individual without regard to race, religion, sex, age, color, national or ethnic origin, or disability. Pursuant to all applicable federal anti-discrimination laws and regulations, Brenau University does not discriminate against any of the protected categories of individuals in the administration of its policies, programs or activities. This non-discriminatory policy includes admission policies, scholarship and loan programs, employment practices, athletics, and other school-administered programs.

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Refund Policy

In the event a student must withdraw for medical or other verified reasons, two types of tuition adjustment may be made: a credit to the student's account for the current or next semester and/or a refund of that credit balance. If a course is cancelled, students receive a 100% refund. Refunds will be granted at 100% for all tuition and fees, other than a book and supply assessment for books, supplies, materials and kits which are not returnable because of use, within 3 working days from the student's signing an enrollment agreement or contract.

Brenau's institutional refund policy related to tuition charges is as follows:

100% of tuition	if student drops by the last day of the drop period which extends through Friday of the first week of term or session.
50% of tuition	if the student drops after the last day of drop/add but before the end of the first 25% of the enrollment period.
25% of tuition	if the student drops between 25% and 50% of the enrollment period.
No refund	If the student drops after the first 50% of the enrollment period.
**Department of Defense Tuition Assistance Programs:	
10% of tuition	if the student drops between 50% and 60% of the enrollment period
No Refund	if the student drops after the first 60% of the enrollment period

All students receiving federal Title IV assistance who drop some or all classes will receive a tuition adjustment based on a variation of the policy as required by the U.S. Department of Education.

Add/Drop Procedure

Students who wish to drop courses or withdraw must drop registered classes via either their CampusWEB account or by completing a Drop Form which is available on the Registrar's Office website at: <https://brenau.formstack.com/forms/dropwithdrawal> form. A tuition refund is granted for those who qualify. Credit balances that result from disbursements of federal aid funds are automatically refunded within 14 days. No institutional official other than the Controller or Student Accounts Manager may authorize refunds of tuition. Advisors/coordinators/directors have no authority to make commitments concerning refunds.

Refunds are processed within 30 days after all necessary documentation (drop form) is submitted. Students should refer to the Brenau website at <https://www.brenau.edu/about/offices-and-resources/tuition-fees-and-accounting-office/refund-policy/> for specific semester refund dates. Withdrawal must be initiated by the student, as the university does not administratively withdraw students for non-attendance. In applying the institutions refund policy, the student's official withdrawal date will be the date a Drop Form requesting withdrawal from all enrolled courses is received by the Brenau Registrar's Office.

Bachelor of Business Administration in Accounting

The purpose of the Accounting program is to produce graduates who are prepared for employment in accounting, who possess the knowledge needed to make decisions required by their job, and who have the technical and interpersonal skills needed to progress in their chosen career. The accounting major incorporates all of the core courses required for the Business degree program.

All students who complete this undergraduate degree will have the 20 semester hours in advanced accounting topics necessary to sit for the Certified Public Accountant (CPA) exam.

Upon completion of the Accounting program students should be able to:

1. Demonstrate an understanding of the accounting cycle by recording transactions and other required entries in the preparation of financial statements
2. Demonstrate the ability to research, understand and appropriately apply accounting standards to specific transactions
3. Apply quantitative and analytical skills to analyze a company's financial statements.

*All courses are 3.0 credits unless otherwise noted

^ Other Liberal Education options to this course choice are available. Equivalent Liberal Education alternatives may be applied based on transfer credit or schedule availability.

General Education Courses

Liberal Education:

Communication & Language Fluency

EH 102	Reading and Research Writing
EH 103	Oral Communication ^
SH 101	Spanish Language and Culture I ^
SH 102	Spanish Language and Culture II ^

Artistic & Creative Imagination

AH 100	Art Appreciation ^
HS 105	Healthy Lifestyle Habits ^
EH 245	Women's Literary Studies ^

Scientific & Analytic Curiosity

PS 104	Earth Science ^
BY 105	Human Biology with lab* (4) ^

World Understanding

HY 201	History of The United States I ^
PO 101	American Government ^
IS 101	Current Global Issues ^

Major Foundation Courses

EH 101	Written Communication
MS 101	College Algebra ^
MS 205	Introduction to Statistics

Component Total 46.0

General electives

(if needed to meet minimum graduation semester hours requirements)

Component Total 0.0

Business Core Courses

AS 111	Foundations for Success
MG 301	Management Principles
BA 208	Business Communications
AC 201	Accounting Principles I (Financial)
AC 202	Accounting Principles II (Managerial) (4)
MG 318	Organizational Behavior
BA 340	Strategic Thinking and Innovation
HR 333	Human Resource Management
MK 315	Marketing Principles
BA 303	Business Statistics
BA 206	Microeconomics
BA 207	Macroeconomics
BA 417	Business Ethics
BA 327	Managerial Finance
BA 316	Legal Environment of Business
BA 470	Value Chain Management
BA 499	Business Capstone

Component Total 52.0

Accounting Major:

AC 331	Intermediate Accounting I (4)
AC 332	Intermediate Accounting II
AC 333	Intermediate Accounting III
AC 323	Taxation
AC 325	Cost Accounting
AC 439	Auditing and Assurance Services
AC 440	Fraud Examination

Component Total 22.0

Minimum Total Hours Required for Graduation 120.0

Bachelor of Business Administration in Business

The Business major is designed for the student who wants a broad business background. Students take courses in the functional business areas of management, marketing, accounting, finance, operations and human resource management. Electives allow students to specialize or deepen their knowledge of several areas. The business major prepares students for positions in business analysis, management, sales and other corporate and small business functions.

Upon completion of the Business program, students should be able to

1. Effectively communicate, both in writing and orally, the results of an analysis targeted to a business audience.
2. Use financial information in the managerial functions of decision making, planning, controlling and problem solving.
3. Understand the legal and ethical environment in which business operates and consider the legal and ethical implications of business decisions.
4. Demonstrate ability to integrate and synthesize concepts from multiple business disciplines, including financial, managerial, operational, and marketing, and apply those concepts to the analysis of business strategy.

*All courses are 3.0 credits unless otherwise noted

^ Other Liberal Education options to this course choice are available. Equivalent Liberal Education alternatives may be applied based on transfer credit or schedule availability.

General Education Courses

Liberal Education:

Communication & Language Fluency

EH 102	Reading and Research Writing
EH 103	Oral Communication ^
SH 101	Spanish Language and Culture I ^
SH 102	Spanish Language and Culture II ^

Artistic & Creative Imagination

AH 100	Art Appreciation ^
HS 105	Healthy Lifestyle Habits ^
EH 245	Women's Literary Studies ^

Scientific & Analytic Curiosity

PS 104	Earth Science ^
BY 105	Human Biology with lab* (4) ^

World Understanding

HY 201	History of The United States I ^
PO 101	American Government ^
IS 101	Current Global Issues ^

Major Foundation Courses

EH 101	Written Communication
MS 101	College Algebra ^
MS 205	Introduction to Statistics

Component Total 46.0

General electives

(if needed to meet minimum graduation semester hours requirements)

Component Total 4.0

Business Core Courses

AS 111	Foundations for Success
MG 301	Management Principles
BA 208	Business Communications
AC 201	Accounting Principles I (Financial)
AC 202	Accounting Principles II (Managerial) (4)
MG 318	Organizational Behavior
BA 340	Strategic Thinking and Innovation
HR 333	Human Resource Management
MK 315	Marketing Principles
BA 303	Business Statistics
BA 206	Microeconomics
BA 207	Macroeconomics
BA 417	Business Ethics
BA 327	Managerial Finance
BA 316	Legal Environment of Business
BA 470	Value Chain Management
BA 499	Business Capstone

Component Total

52.0

Business Major:

MG 302	Small Business Management
BA 330	Cultural Diversity in the Business Environment
OL 403	Leadership and Group Dynamics
MK 412	Sales Management
MG 420	Principles of Project Management
BA 447	International Business

Component Total

18.0

Minimum Total Hours Required for Graduation

120.0

Bachelor of Business Administration in Financial Economics

The purpose of the BBA program in Financial Economics is to provide students with a strong foundation in the theory and application of financial economics principles, while molding the students into innovative, well-informed, and experienced finance professionals. Students will learn financial concepts and analytical tools used in the financial decision-making process. The program utilizes a "hands-on" approach using financial data visualization and econometric analysis. Consistent with Brenau University's mission, this program provides a global perspective into understanding the big picture and problem-solving skills. This program would also help students develop both quantitative and qualitative reasoning skills while also helping them learn how to apply those to the field of finance and economics.

Upon completion of the BBA in Financial Economics program, students should be able to:

1. Apply best practices to create, evaluate and rebalance financial portfolios to achieve investment outcomes based on the motivations and risk/reward profiles of investors
2. Analyze major financial markets, financial institutions, and major types of financial instruments encountered in business transactions and trades
3. Use business software applications (Excel, R, and SPSS) and data sources to perform financial and economic analyses, make sound inferences, make well-supported decisions, and effectively communicate results to other interested parties with limited backgrounds in finance
4. Understand the legal and ethical environment in which a business functions and consider the legal and ethical implications of business decisions in both domestic and global business environments

*All courses are 3.0 credits unless otherwise noted

^ Other Liberal Education options to this course choice are available. Equivalent Liberal Education alternatives may be applied based on transfer credit or schedule availability.

General Education Courses

Liberal Education:

Communication & Language Fluency

EH 102	Reading and Research Writing
EH 103	Oral Communication ^
SH 101	Spanish Language and Culture I ^
SH 102	Spanish Language and Culture II ^

Artistic & Creative Imagination

AH 100	Art Appreciation ^
HS 105	Healthy Lifestyle Habits ^
EH 245	Women's Literary Studies ^

Scientific & Analytic Curiosity

PS 104	Earth Science ^
BY 105	Human Biology with lab * (4) ^

World Understanding

HY 201	History of The United States I ^
PO 101	American Government ^
IS 101	Current Global Issues ^

Major Foundation Courses:

EH 101	Written Communication
MS 101	College Algebra ^
MS 205	Introduction to Statistics

Component Total 46.0

General electives

(if needed to meet minimum graduation semester hours requirements)

Component Total 4.0

Business Core Courses

AS 111	Foundations for Success
MG 301	Management Principles
BA 208	Business Communications
AC 201	Accounting Principles I (Financial)
AC 202	Accounting Principles II (Managerial) (4)
MG 318	Organizational Behavior
BA 340	Strategic Thinking and Innovation
HR 333	Human Resource Management
MK 315	Marketing Principles
BA 303	Business Statistics
BA 206	Microeconomics
BA 207	Macroeconomics
BA 417	Business Ethics
BA 327	Managerial Finance
BA 316	Legal Environment of Business
BA 470	Value Chain Management
BA 499	Business Capstone

Component Total 52.0

Financial Economics Major

FI 401	Money, Banking and Financial Market
FI 402	Econometrics
FI 403	Corporate Financial Policy
FI 404	Business Forecasting
FI 405	Investment Analysis and Portfolio Management
FI 406	Financial Risk Management

Component Total 18.0

Minimum Total Hours Required for Graduation

120.0

Bachelor of Business Administration in Human Resource Management

The purpose of the Human Resources Management program is to develop the students' knowledge, abilities and competence to recognize and evaluate the human assets in an organization and manage them for the mutual benefit of employers and employees in a proactive and strategic manner. Electives enable the student to further focus their knowledge in subjects related to their own interests and experience. This major prepares students for career opportunities in areas of an organization including employee selection, organizational change, human resource development, corporate culture, team-building, career planning, safety and health and global human resources issues.

Upon completion of the Human Resource Management program students should be able to

1. Demonstrate an understanding of compensation law, systems, and delivery methods.
2. Design and prioritize Human Resource Management strategies for reaching strategic organizational goals and objectives.
3. Demonstrate understanding of successful individual and group leadership behaviors and processes in organizations.
4. Demonstrate understanding of the elements of cultural competence (ethnocentricity, bias, prejudice, cultural universals, Hofstede's dimensions of culture) to effectively engage with a multicultural population.

*All courses are 3.0 credits unless otherwise noted

^ Other Liberal Education options to this course choice are available. Equivalent Liberal Education alternatives may be applied based on transfer credit or schedule availability.

General Education Courses

Liberal Education:

Communication & Language Fluency

EH 102	Reading and Research Writing
EH 103	Oral Communication ^
SH 101	Spanish Language and Culture I ^
SH 102	Spanish Language and Culture II ^

Artistic & Creative Imagination

AH 100	Art Appreciation ^
HS 105	Healthy Lifestyle Habits ^
EH 245	Women's Literary Studies ^

Scientific & Analytic Curiosity

PS 104	Earth Science ^
BY 105	Human Biology with lab* (4) ^

World Understanding

HY 201	History of The United States I ^
PO 101	American Government ^
IS 101	Current Global Issues ^

Major Foundation Courses

EH 101	Written Communication
MS 101	College Algebra ^
MS 205	Introduction to Statistics

Component Total 46.0

General electives

(if needed to meet minimum graduation semester hours requirements)

Component Total 1.0

Business Core Courses

AS 111	Foundations for Success
MG 301	Management Principles
BA 208	Business Communications
AC 201	Accounting Principles I (Financial)
AC 202	Accounting Principles II (Managerial) (4)
MG 318	Organizational Behavior
BA 340	Strategic Thinking and Innovation
HR 333	Human Resource Management
MK 315	Marketing Principles
BA 303	Business Statistics
BA 206	Microeconomics
BA 207	Macroeconomics
BA 417	Business Ethics
BA 327	Managerial Finance
BA 316	Legal Environment of Business
BA 470	Value Chain Management
BA 499	Business Capstone

Component Total 52.0

Human Resources Management Major:

BA 330	Cultural Diversity in the Business Environment
HR 301	Research Methods in Organizations
HR 312	Recruiting and Selection
HR 401	Benefits and Compensation
HR 414	Designing Training Programs
HR 422	HR Strategic Planning
HR 428	Measurement of HR Management

Component Total 21.0

Minimum Total Hours Required for Graduation

120.0

Bachelor of Business Administration in Marketing

The purpose of the Marketing major is to develop student's knowledge, core skills and competencies in the field of marketing. This program fosters an understanding of the leading role that marketing plays in modern business. Electives provide students with a deeper treatment of professional marketing functions and subjects: International marketing management, advertising management, sales management, marketing research, consumer behavior and marketing management. The marketing major equips students with the tools to enter a general or specialist marketing position.

Upon completion of the Marketing program students should be able to:

1. Effectively communicate, both in writing and orally, the results of a strategic marketing plan.
2. Understand the strategies and tactics that marketers employ in the planning, control and implementation of marketing plans.
3. Analyze customer information and/or market data to make effective marketing decisions.

*All courses are 3.0 credits unless otherwise noted

^ Other Liberal Education options to this course choice are available. Equivalent Liberal Education alternatives may be applied based on transfer credit or schedule availability.

General Education Courses

Liberal Education:

Communication & Language Fluency

EH 102	Reading and Research Writing
EH 103	Oral Communication ^
SH 101	Spanish Language and Culture I ^
SH 102	Spanish Language and Culture II ^

Artistic & Creative Imagination

AH 100	Art Appreciation ^
HS 105	Healthy Lifestyle Habits ^
EH 245	Women's Literary Studies ^

Scientific & Analytic Curiosity

PS 104	Earth Science ^
BY 105	Human Biology with lab* (4) ^

World Understanding

HY 201	History of The United States I ^
PO 101	American Government ^
IS 101	Current Global Issues ^

Major Foundation Courses

EH 101	Written Communication
MS 101	College Algebra ^
MS 205	Introduction to Statistics

Component Total 46.0

General electives

(if needed to meet minimum graduation semester hours requirements)

Component Total 4.0

Business Core Courses

AS 111	Foundations for Success
MG 301	Management Principles
BA 208	Business Communications
AC 201	Accounting Principles I (Financial)
AC 202	Accounting Principles II (Managerial) (4)
MG 318	Organizational Behavior
BA 340	Strategic Thinking and Innovation
HR 333	Human Resource Management
MK 315	Marketing Principles
BA 303	Business Statistics
BA 206	Microeconomics
BA 207	Macroeconomics
BA 417	Business Ethics
BA 327	Managerial Finance
BA 316	Legal Environment of Business
BA 470	Value Chain Management
BA 499	Business Capstone

Component Total 52.0

Marketing Major:

MK 311	Advertising Management
MK 412	Sales Management
MK 414	Consumer Behavior
MK 418	Marketing Research
MK 457	Social Media and Mobile Marketing
MK 473	Marketing Management

Component Total 18.0

Minimum Total Hours Required for Graduation

120.0

Master of Business Administration in Accounting

The MBA in Accounting is designed for students who want a broad business background with specific accounting knowledge. Two specializations are available in this program: Managerial or Public Accounting.

The MBA in Managerial Accounting is designed for students who plan to work in industry. Employment opportunities include industry accounting as an accountant, accounting manager, or Chief Financial Officer. Credentials related to this concentration are the Certified Managerial Accounting (CMA), Chartered Accountant, and Certified Fraud Examiner (CFE).

The MBA in Public Accounting is designed for students who plan to take the CPA exam and practice in public accounting. Employment opportunities include auditing and other attest engagements, taxation, forensic accounting and client consulting. Credentials related to this concentration are the Certified Public Accounting (CPA), Chartered Accountant, Certified Fraud Examiner (CFE) and Certified Internal Auditor (CIA).

Upon completion of the Managerial Accounting MBA students should be able to:

1. Prepare and analyze financial statements and internal controls;
2. Create and analyze corporate budgets;
3. Prepare corporate income tax returns;
4. Evaluate, mitigate, and report corporate financial risks;
5. Create and measure corporate value.

Upon completion of the Public Accounting MBA, students should be able to

1. Analyze, evaluate, and audit financial statements and internal controls;
2. Prepare individual and corporate income tax returns;
3. Account for business combinations and mergers;
4. Interpret data and behaviors to recognize fraudulent behavior and propose controls to prevent it.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance

M.B.A. Introduction Sequence

BA 507 Introduction to Business Communications

OL 703 Critical Thinking and Business Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670 Integrated Business Operations

MK 715 Marketing Management

BA 717 Business Law and Ethics

AC 721 Budgeting for Managers

BA 723 Financial Management

MG 729 Management and Organizational Behavior

BA 799 Strategic Management and Policy

Component Total 21.0

Global Sequence

(Choose **one** course from the list below.)

BA 642 Cross-Cultural Business Challenges

BA 787 Global Economics

MK 782 International Marketing

BA 749 International Finance

MG 785 International Organizational Behavior

BA 780 International Travel Experience

Component Total 3.0

**All courses are 3.0 credits unless otherwise noted)*

Master of Business Administration in Business Analytics

The MBA in Business Analytics is designed for graduate professionals who can manage data driven decision making, problem solving, and performance improvement. The data savvy manager can perform intermediate analytics as well as act as the bridge between deep analytic talent (data scientists) and the rest of the organization. Business Analytics consists of asking the right business questions, collecting the right data, deriving insights from the data, and taking action; action that is data driven and effective. The Brenau graduate will be able to a) assess strategic and tactical performance so as to identify the right questions to be asked and the right data to be collected, b) analyze and interpret the data (with the support of the deep analytic talent, as needed), leading to actionable insights, and c) prescribe and manage the actions to completion.

Upon completion of the Business Analytics program students should be able to:

1. Generate predictions using the results of regression analysis.
2. Use data analysis techniques and spreadsheet models to drive effective decision making and problem solving.
3. Collect and analyze business data leading to the derivation and communication of insights.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance

M.B.A. Introduction Sequence

BA 507	Introduction to Business Communications
OL 703	Critical Thinking and Business Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670	Integrated Business Operations
MK 715	Marketing Management
BA 717	Business Law and Ethics
AC 721	Budgeting for Managers
BA 723	Financial Management
MG 729	Management and Organizational Behavior
BA 799	Strategic Management and Policy

Component Total 21.0

Global Sequence

(Choose **one** course from the list below.)

BA 642	Cross-Cultural Business Challenges
BA 787	Global Economics
MK 782	International Marketing
BA 749	International Finance
MG 785	International Organizational Behavior
BA 780	International Travel Experience

Component Total 3.0

Business Analytics Major Concentration

BA 708	Business Statistics
BA 710	Applied Regression
BA 711	Spreadsheet Modeling
BA 712	Data Mining
BA 713	Business Analytics Strategy

Component Total 15.0

Minimum Total Hours Required for Graduation

45.0

*All courses are 3.0 credits unless otherwise noted.

Master of Business Administration in Finance

The MBA in Finance provides students with thorough knowledge of financial management, analysis, and reporting, and increased expertise in corporate, investment, and international finance. The MBA program in finance also emphasizes technical skills and the students will learn to apply them to business solutions and financial decision making, enabling them to employ a variety of approaches to the financial aspects of any industry. The major prepares students for career opportunities in areas of financial management, including investments, risk management, and international finance.

Upon the completion of the MBA Finance program students should be able to:

1. Estimate cash flows and evaluate projects using capital budgeting techniques.
2. Estimate the value of real assets.
3. Evaluate managerial decisions related to financial policy.
4. Explain the trade-off between risk and return, evaluate portfolio theory concepts and construct an optimal risky portfolio.
5. Identify and manage corporate risk.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance.

M.B.A. Introduction Sequence

BA 507	Introduction to Business Communications
OL 703	Critical Thinking and Business Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670	Integrated Business Operations
MK 715	Marketing Management
BA 717	Business Law and Ethics
AC 721	Budgeting for Managers
BA 723	Financial Management
MG 729	Management and Organizational Behavior
BA 799	Strategic Management and Policy

Component Total 21.0

Global Sequence

(Choose one course from the list below.)

BA 642	Cross-Cultural Business Challenges
BA 787	Global Economics
MK 782	International Marketing
BA 749	International Finance
MG 785	International Organizational Behavior
BA 780	International Travel Experience

Component Total 3.0

Finance Major Concentration

BA 731	Financial Policy
BA 749	International Finance
BA 753	Investments
BA 754	Corporate Risk Management
BA 752	Entrepreneurial Finance

Component Total 15.0

Minimum Total Hours Required for Graduation

45.0

*All courses are 3.0 credits unless otherwise noted.

Master of Business Administration in General Business

The purpose of the General Business MBA is to develop the students' advanced knowledge, abilities and competence to recognize and evaluate a business organization. The degree also qualifies students for advanced study in the graduate certificate program. This major prepares students for career opportunities in all general areas of business.

Upon completion of the General Business MBA students should be able to:

1. Demonstrate mastery of advanced knowledge of essential business theories and practices.
2. Evaluate the complex environment in which businesses operate with an awareness of interdependencies, tasks, consequences and diverse stakeholder perspectives.
3. Formulate statements of business problems or opportunities to facilitate insightful dialogue and critical thinking.
4. Generate solutions to complex business problems or opportunities through critical, creative, and systems thinking and apply appropriate theories, concepts, tools, skills, practices, and research.
5. Make decisions, and action plans within a business context that are effective, well-reasoned, ethical, and socially responsible.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance.

M.B.A. Introduction Sequence

BA 507 Introduction to Business Communications

OL 703 Critical Thinking and Business Innovation

Component Total 6.0

Global Sequence

(Choose one course from the list below.)

BA 642 Cross-Cultural Business Challenges

BA 787 Global Economics

MK 782 International Marketing

BA 749 International Finance

MG 785 International Organizational Behavior

BA 780 International Travel Experience

Component Total 3.0

M.B.A. Core Courses

BA 670 Integrated Business Operations

MK 715 Marketing Management

BA 717 Business Law and Ethics

AC 721 Budgeting for Managers

BA 723 Financial Management

MG 729 Management and Organizational Behavior

BA 799 Strategic Management and Policy

Component Total 21.0

Minimum Total Hours Required for Graduation

30.0

Master of Business Administration in Healthcare Management

The MBA in Healthcare Management provides graduates with comprehensive knowledge of leadership and management principles in an increasingly competitive healthcare environment. The Healthcare Management MBA is a 15 course, 45 credit hour degree program which leads to a Masters of Business Administration degree and a certificate in Healthcare Management.

Graduates of the program will be able to apply management tools and techniques relative to achieving organizational goals and objectives; identify strengths and weaknesses in individual leadership skills; apply decision-making models and systematic problem-solving methods to enhance and improve individual and organizational performance; apply critical thinking skills to real-world strategies in the healthcare industry; and develop networking skills to enhance the potential for individual growth. The Healthcare Management MBA is well-suited for clinical professionals, such as physicians, nurses, and associated healthcare professionals to expand their potential for promotion and leadership responsibility.

Upon completion of the MBA in Healthcare Management students should be able to:

1. Analyze and evaluate the influence and constraints imposed by structural limits in the development and implementation of health policy.
2. Analyze and explain how the organizational structure of the US healthcare system affects the management of direct patient care.
3. Perform a comprehensive financial analysis for a healthcare organization, including recommendations for future growth.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance.

M.B.A. Introduction Sequence

BA 507 Introduction to Business Communications
 OL 703 Critical Thinking and Business Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670 Integrated Business Operations
 MK 715 Marketing Management
 BA 717 Business Law and Ethics
 AC 721 Budgeting for Managers
 BA 723 Financial Management

 MG 729 Management and Organizational Behavior
 BA 799 Strategic Management and Policy

Component Total 21.0

Global Sequence

(Choose one course from the list below.)

BA 642 Cross-Cultural Business Challenges
 BA 787 Global Economics
 MK 782 International Marketing
 BA 749 International Finance
 MG 785 International Organizational Behavior
 BA 780 International Travel Experience

Component Total 3.0

Healthcare Management Major Concentration

HC 750 Ethics and Leadership
 HC 760 Law and Policy Development in Healthcare
 HC 770 Organizational Systems in Healthcare
 HC 780 Financial Management in Healthcare
 HC 790 Advanced Topics in Healthcare

Component Total 15.0

*All courses are 3.0 credits unless otherwise noted.

Minimum Total Hours Required for Graduation

45.0

Master of Business Administration in Human Resource Management

The purpose of the MBA in Human Resource Management is to develop student knowledge, ability, and competency to proactively and strategically manage human capital within an organization. This major prepares the student for human resource management and generalist career opportunities in, but not limited to, the areas of recruiting, staffing, employment law, training, reward and recognition, talent management, change management, performance management, and globalization.

Upon completion of the MBA Human Resource Management program students should be able to:

1. Design and prioritize Human Resource Management strategies for alignment with an organization's strategic vision to function as a strategic partner.
2. Develop an Employee Reward Plan that will attract, retain, and motivate employees to help an organization attain competitive advantage
3. Develop a Talent Management Plan to identify shortages and then acquire, retain, and manage needed talent to help an organization attain competitive advantage.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance.

M.B.A. Introduction Sequence

BA 507 Introduction to Business

Communications

OL 703 Critical Thinking and Business

Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670 Integrated Business Operations

MK 715 Marketing Management

BA 717 Business Law and Ethics

AC 721 Budgeting for Managers

BA 723 Financial Management

MG 729 Management and Organizational Behavior

BA 799 Strategic Management and Policy

Component Total 21.0

Global Sequence

(Choose one course from the list below.)

BA 642 Cross-Cultural Business Challenges

BA 787 Global Economics

MK 782 International Marketing

BA 749 International Finance

MG 785 International Organizational Behavior

BA 780 International Travel Experience

Component Total 3.0

Human Resource Management Concentration

MG 733 Human Resource Management

HR 737 Employment Law

HR 750 Talent Acquisition and Management

HR 760 Human Resource Management Total Rewards

HR 785 Human Resource Strategy

Component Total 15.0

*All courses are 3.0 credits unless otherwise noted

Minimum Total Hours Required for Graduation

45.0

Master of Business Administration in Information Assurance

The MBA in Information Assurance is intended to prepare managers to be knowledgeable about cyber security threats and safeguards. With the rapid growth of the Internet and, in turn, the creation of numerous new information channels, the task of securing these channels and their underlying systems has become an industry-wide top priority. This program is not intended to train computer scientists but rather to prepare managers to talk intelligently about information assurance within the context of their companies.

Upon completion of the program, students should be able to:

1. Have a broad understanding of network security principles and how to penetrate and defend computer systems.
2. Understand the basics of risk management, planning, and business continuity challenges that are involved in protecting corporate data.
3. Suggest ways to protect various computer systems, networks, and data against internal and external attacks based on industry, assets, and associated threats.
4. Detect, identify and develop processes to recognize, report and repair fraudulent activities in an electronic data processing business accounting environment. Additionally, the student will understand the importance of gathering, organizing and safeguarding sensitive information contained in an electronic information format, and the responsibilities of corporate governance surrounding data integrity.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance.

M.B.A. Introduction Sequence

BA 507	Introduction to Business Communications
OL 703	Critical Thinking and Business Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670	Integrated Business Operations
MK 715	Marketing Management
BA 717	Business Law and Ethics

AC 721	Budgeting for Managers
BA 723	Financial Management
MG 729	Management and Organizational Behavior
BA 799	Strategic Management and Policy

Component Total 21.0

Global Sequence

(Choose one course from the list below.)

BA 642	Cross-Cultural Business Challenges
BA 787	Global Economics
MK 782	International Marketing
BA 749	International Finance
MG 785	International Organizational Behavior
BA 780	International Travel Experience

Component Total 3.0

Information Assurance Major Concentration

BA 601	Principles of Information Assurance
BA 603	Computer Network Security
BA 604	Disaster Recovery and Business Continuity
AC 641	Governance, Risk Management and Compliance
AC 739	Advanced Auditing and Assurance Services

Component Total 15.0

Minimum Total Hours Required for Graduation

45.0

* All courses are 3.0 credits unless otherwise noted.

Master of Business Administration in Management

The purpose of the Management MBA is to provide graduates with critical thinking and decision-making skills, as well as comprehensive knowledge of key leadership and management principles. The program is designed to provide students with the skills and knowledge necessary to progress to a higher level in their organization or take the next step in their career—be it locally, nationally or globally.

Upon completion of the Management MBA program, students should be able to:

1. Demonstrate sensitivity to the values, beliefs, attitudes and behaviors of other cultures—both in a domestic organization and/or working abroad as an expatriate.
2. Identify tensions when high and low context cultures interact and recommend solutions for resolving these cultural conflicts.
3. Identify stages of a project, reasons why projects fail, and methods available to prevent failures.
4. Utilize leadership theories to identify problems within a workplace scenario and make recommendations for effective leadership intervention (e.g., styles, behaviors, actions).
5. Analyze current management theory and practice through the lens of management history, identifying the origins of current management best practices.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance.

M.B.A. Introduction Sequence

BA 507	Introduction to Business Communications
OL 703	Critical Thinking and Business Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670	Integrated Business Operations
MK 715	Marketing Management
BA 717	Business Law and Ethics
AC 721	Budgeting for Managers
BA 723	Financial Management

MG 729	Management and Organizational Behavior
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BA 799	Strategic Management and Policy
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Component Total 21.0

Global Sequence

(Choose one course from the list below.)

BA 642	Cross-Cultural Business Challenges
BA 787	Global Economics
MK 782	International Marketing
BA 749	International Finance
MG 785	International Organizational Behavior
BA 780	International Travel Experience

Component Total 3.0

Management Major Concentration

Take 5 of the six courses listed below:

BA 701	Special Topics
PM 620	Introduction to Project Management
BA 642	Cross-Cultural Business Challenges
MG 730	Managerial Leadership
MG 785	International Organizational Behavior
MG 795	Evolution of Management Thought

Component Total 15.0

*All courses are 3.0 credits unless otherwise noted.

Minimum Total Hours Required

for Graduation 45.0

Master of Business Administration in Marketing

The Marketing M.B.A. prepares students for advancement in their careers to positions in marketing management. The program provides the strategic thinking, analytical tools, and tactical skills required by marketers to build strong brands, implement growth strategies, and direct the marketing planning efforts of an organization. Electives afford students the opportunity to develop a deeper understanding of areas of interest to them through practice-based learning. In particular, the major prepares students for positions in strategic marketing, new product development and innovation, social media marketing, services marketing, and sales management.

Upon completion of the Marketing MBA program, students should be able to:

1. Effectively communicate the results of a market analysis targeted toward a business audience.
2. Apply a consumer behavior concept to a specific marketing strategy for a business organization.
3. Design an innovative new product and formulate a launch plan for a business organization.
4. Strategically integrate new and traditional media to build/develop brands in a business organization.
5. Assess services marketing problems and articulate recommendations for improvement.
6. Analyze a business-to-business situation and formulate a sales force plan to manage the selling efforts of an organization.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance.

M.B.A. Introduction Sequence

BA 507	Introduction to Business Communications
OL 703	Critical Thinking and Business Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670	Integrated Business Operations
MK 715	Marketing Management
BA 717	Business Law and Ethics
AC 721	Budgeting for Managers
BA 723	Financial Management
MG 729	Management and Organizational Behavior
BA 799	Strategic Management and Policy

Component Total 21.0

*All courses are 3.0 credits unless otherwise noted.

Global Sequence

(Choose one course from the list below.)

BA 642	Cross-Cultural Business Challenges
BA 787	Global Economics
MK 782	International Marketing
BA 749	International Finance
MG 785	International Organizational Behavior
BA 780	International Travel Experience

Component Total 3.0

Marketing Major Concentration

Take 5 of the six courses listed below:

BA 701	Special Topics
MK 762	Channel Development and Key Account Management
MK 758	New Media and Marketing
MK 780	Product Development and Innovation
MK 782	International Marketing
MK 778	Services Marketing and Differentiation

Component Total 15.0

Minimum Total Hours Required for Graduation

45.0.

Master of Business Administration in Project Management

Project managers are professional change agents who assume responsibility in a wide range of industries and organizations. The purpose of the Brenau University MBA Project Management program is to graduate professionals who can define project objectives, develop plans, marshal the necessary resources, and accomplish tasks on schedule and within budget. The five-course sequence in Project Management also helps prepare students to sit for professional project management certification examinations offered by the Project Management Institute (PMI)®.

Upon completion of the Project Management program students should be able to:

1. Identify reasons why projects fail and explain specific project management best practices that could be used to prevent such failures.
2. Evaluate project team effectiveness and diagnose problems related to team dynamics.
3. Apply both the technical and human resource expertise necessary to develop and implement an effective project plan.
4. Integrate an organization's projects with its strategic plan.

M.B.A. Prerequisite Sequence

Note: These are prerequisite hours and therefore not included in hours required for graduation.

Note: There are two options to satisfying the Prerequisite Sequence.

- Option 1: two graduate courses that can be taken at Brenau (listed below):

BA 508 - Applied Economics for Managers

BA 514 - Business Essentials for Managers

- Option 2: a series of undergraduate courses which could have been taken at Brenau, or transferred in as appropriate undergraduate courses from a regionally accredited university. For either option, the course must be taken within the last 5 years with a minimum grade of B.

Students may use Option 1 for one course and Option 2 for the other.

In place of BA 508: BA 206 - Microeconomics and BA 207 - Macroeconomics

In place of BA 514: AC 201 - Accounting Principles I and BA 327 - Managerial Finance.

M.B.A. Introduction Sequence

BA 507 Introduction to Business

Communications

OL 703 Critical Thinking and Business

Innovation

Component Total 6.0

M.B.A. Core Courses

BA 670 Integrated Business Operations

MK 715 Marketing Management

BA 717 Business Law and Ethics

AC 721 Budgeting for Managers

BA 723 Financial Management

MG 729 Management and Organizational

Behavior

BA 799 Strategic Management and Policy

Component Total 21.0

**All courses are 3.0 credits unless otherwise noted.*

Global Sequence

(Choose one course from the list below.)

BA 642 Cross-Cultural Business Challenges

BA 787 Global Economics

MK 782 International Marketing

BA 749 International Finance

MG 785 International Organizational

Behavior

BA 780 International Travel Experience

Component Total 3.0

Project Management Major Concentration

PM 620 Introduction to Project

Management

PM 730 Leadership of Project Teams

MG 740 Contract Management and Ethics

PM 740 Project Planning and Control

Techniques

PM 750 Strategic Issues in Project

Management: A Capstone

Component Total 15.0

**Minimum Total Hours Required
for Graduation**

45.0

Graduate Business Certificates

These programs of study are intended for students who have earned a graduate degree (masters or higher) at a regionally accredited institution. Certificate students must meet all course prerequisites.

Note: Courses for a chosen concentration cannot be taken from another concentration or degree. If a student took a concentration course previously, an approved substitution must be taken to complete the concentration.

Accounting Certificate

Brenau's Accounting graduate certificate program is designed for students who want specific accounting knowledge. Two specializations are available in this program: Managerial or Public Accounting.

The graduate certificate in Managerial Accounting is designed for students who plan to work in industry. Employment opportunities include industry accounting as an accountant, accounting manager, or Chief Financial Officer. Credentials related to this concentration are the Certified Managerial Accounting (CMA), Chartered Accountant, and Certified Fraud Examiner (CFE).

The graduate certificate in Public Accounting is designed for students who plan to take the CPA exam and practice in public accounting. Employment opportunities include auditing and other attest engagements, taxation, forensic accounting and client consulting. Credentials related to this concentration are the Certified Public Accountant (CPA), Chartered Accountant, Certified Fraud Examiner (CFE) and Certified Internal Auditor (CIA).

Upon completion of the Managerial Accounting graduate certificate, student should be able to:

1. Prepare and analyze financial statements and internal controls;
2. Create and analyze corporate budgets;
3. Prepare corporate income tax returns;
4. Evaluate, mitigate, and report corporate financial risks;
5. Create and measure corporate value.

Upon completion of the Public Accounting graduate certificate, students should be able to:

1. Analyze, evaluate, and audit financial statements and internal controls;
2. Prepare individual and corporate income tax returns;
3. Account for business combinations and mergers;
4. Interpret data and behaviors to recognize fraudulent behavior and propose controls to prevent it.

Accounting (Managerial) Prerequisite Courses

Note: These are prerequisite hours and therefore not included in hours required for the certificate. Accounting prerequisite courses can be transferred to Brenau. Standard undergraduate transfer policy rules apply to undergraduate accounting foundation courses.

AC 331	Intermediate Accounting I (4)
AC 332	Intermediate Accounting II
AC 333	Intermediate Accounting III
AC 325	Cost Accounting

Accounting (Managerial) Certificate Courses:

AC 725	Fraud Prevention and Internal Control
AC 724	Taxation
BA 756	Valuation
BA 754	Corporate Risk Management
AC 755	Financial Statement and Business Analysis

**Minimum Total Hours Required
for Certificate**

15.0

OR

Accounting (Public) Prerequisite Courses:

Note: These are prerequisite hours and therefore not included in hours required for the certificate. Accounting prerequisite courses can be transferred to Brenau. Standard undergraduate transfer policy rules apply to undergraduate accounting foundation courses.

MS 101	College Algebra (If the student has no AC 201.)
AC 201	Principles of Accounting (Financial)
AC 331	Intermediate Accounting I (4)
AC 332	Intermediate Accounting II
AC 333	Intermediate Accounting III
AC 439	Auditing and Assurance Services

Accounting (Public) Certificate courses:

AC 722	Advanced Accounting
AC 725	Fraud Prevention and Internal Control
AC 724	Taxation
AC 739	Advanced Auditing and Assurance Services
AC 755	Financial Statement and Business Analysis

**Minimum Total Hours Required
for Certificate**

15.0

Business Analytics Certificate

Brenau's Business Analytics graduate certificate program allows students to take the concentration courses from the Business Analytics M.B.A program to further their post-graduate education in this specific area of business, in order to be knowledgeable about and practice in the area of Business Analytics.

In the Business Analytics certificate, students will demonstrate effective decision making and problem solving supported by data analysis techniques and spreadsheet models. Students will collect and analyze business data leading to the derivation of insights. Student will incorporate statistical analysis as a component of critical thinking. Students will utilize graphics for enhancing business communications. This program prepares student to take leadership of data analysis roles within organizations.

Business Analytics Certificate Courses:

BA 708 Business Statistics
BA 710 Applied Regression
BA 711 Spreadsheet Modeling
BA 712 Data Mining
BA 713 Business Analytics Strategy

**Minimum Total Hours Required
for Certificate 15.0**

Finance Certificate

Brenau's Finance graduate certificate program allows students to take the concentration courses from the Finance M.B.A program to further their post-graduate education in this specific area of business, in order to practice in the area of Finance.

The Finance certificate is designed to provide effective problem –solving and decision-making skills to prepare graduates with the skills they need to progress into management in business as well as in the field of finance in today's competitive environment. The graduate finance curriculum includes courses in investments, corporate risk management, international finance, valuation, and entrepreneurial finance. Candidates for the graduate degree in finance must demonstrate extensive expertise in each area of the curriculum, which will prepare candidates to play a significant role within their organizations with their problem solving, decision-making, and management skills.

Finance Certificate Courses:

BA 731 Financial Policy
BA 749 International Finance
BA 753 Investments
BA 754 Corporate Risk Management
BA 752 Entrepreneurial Finance

**Minimum Total Hours Required
for Certificate 15.0**

Healthcare Management Certificate

Brenau's Healthcare Management graduate certificate program allows students to take the concentration courses from the Healthcare Management M.B.A program to further their postgraduate education in this specific area of business, in order to practice in the area of Healthcare Management.

The Healthcare Management certificate provides graduates with comprehensive knowledge of leadership and management principles in an increasingly competitive healthcare environment. It is well-suited for clinical professionals, such as RNs, Medical Technologists, and other medical specialists, to expand their potential for promotion and leadership responsibility.

Healthcare Management Certificate Courses:

- HC 750 Ethics and Leadership in Healthcare
- HC 760 Law and Policy Development in Healthcare
- HC 770 Organizational Systems in Healthcare
- HC 780 Financial Management in Healthcare
- HC 790 Advanced Topics in Healthcare

Minimum Total Hours Required

for Certificate **15.0**

Human Resource Management Certificate

Brenau's Human Resource Management graduate certificate program allows students to take the concentration courses from the Human Resource Management M.B.A program to further their postgraduate education in this specific area of business, in order to practice in the area of Human Resource Management.

Students in the Human Resource Management certificate program receive specialized training, real-world experience, and personal attention, while developing solid business fundamentals that will develop them as a Human Resource Professional. Typically, HR managers are from both human resource and business backgrounds and will be able to integrate HR strategies into their companies' overall plans.

Human Resource Management Certificate Courses:

- MG 733 Human Resource Management
- HR 737 Employment Law
- HR 750 Talent Acquisition and Management
- HR 760 Human Resource Management Total Rewards
- HR 785 Human Resource Strategy

Minimum Total Hours Required

for Certificate **15.0**

Information Assurance Certificate

Brenau's Information Assurance graduate certificate program allows students to take the concentration courses from the Information Assurance M.B.A program to further their post-graduate education in this specific area of business, in order to be knowledgeable about and practice in the area of Information Assurance.

The Information Assurance certificate is intended to prepare managers to be knowledgeable about cyber security threats and safeguards. With the rapid growth of the Internet and, in turn, the creation of numerous new information channels, the task of securing these channels and their underlying systems has become an industry-wide top priority. This program is not intended to training computer scientists, but rather to prepare managers to talk intelligently about information assurance within the context of their companies.

Information Assurance Certificate Courses:

BA 601 Principles of Information Assurance
BA 603 Computer Network Security
BA 604 Disaster Recovery and Business Continuity
AC 641 Governance, Risk Management and Compliance
AC 739 Advanced Auditing and Assurance Services

**Minimum Total Hours Required
for Certificate 15.0**

Management Certificate

Brenau's Management graduate certificate program allows students to take the concentration courses from the Management M.B.A program to further their post-graduate education in this specific area of business, in order to practice in the area of Management.

The Management certificate provides graduates with critical thinking and decision-making skills, as well as comprehensive knowledge necessary to progress to a higher level in their organization or take the next step in their career.

Management Major Certificate Courses:

Take 5 of the six courses listed below:

BA 701 Special Topics
PM 620 Introduction to Project Management
BA 642 Cross-Cultural Business Challenges
MG 730 Managerial Leadership
MG 785 International Organizational Behavior
MG 795 Evolution of Management Thought

**Minimum Total Hours Required
for Certificate 15.0**

Marketing Certificate

Brenau's Marketing graduate certificate program allows students to take the concentration courses from the Marketing M.B.A program to further their post-graduate education in this specific area of business, in order to practice in the area of Marketing.

The Marketing certificate prepares students for advancement in their careers to positions in corporate marketing management. The program provides the strategic thinking, analytical tools and tactical skills required by marketers to build strong brands, implement growth strategies, and direct the marketing planning efforts of an organization.

Marketing Major Certificate

Take 5 of the six courses listed below:

- BA 701 Special Topics
- MK 762 Channel Development and Key Account Management
- MK 758 New Media and Marketing Communication
- MK 780 Product Development and Innovation
- MK 782 International Marketing
- MK 778 Services Marketing and Differentiation

**Minimum Total Hours Required
for Certificate 15.0**

Project Management Certificate

Brenau's Project Management graduate certificate program allows students to take the concentration courses from the Project Management M.B.A program to further their post-graduate education in this specific area of business, in order to practice in the area of Project Management.

The Project Management certificate program prepares students to assume project management responsibilities in a wide range of industries and organizations. The course sequence helps establish best practices in project management, and helps prepare students for professional certifications, such as those offered by the Project Management Institute (PMI)®.

Project Management Certificate Courses:

- PM 620 Introduction to Project Management
- PM 730 Leadership of Project Teams
- MG 740 Contract Management and Ethics
- PM 740 Project Planning and Control Techniques
- PM 750 Strategic Issues in Project Management: A Capstone

**Minimum Total Hours Required
for Certificate 15.0**

Faculty and Administration

Administrative Officers

Ed L. Schrader, President

B.S., Millsaps College; M.S. University of Tennessee; Ph.D., Duke University

David L. Barnett, Executive Vice President, Chief Financial Officer

B.A., Mercer University; M.Div.C.E., The Southern Baptist Theological Seminary; Ed.S., Ph.D., University of Louisville

James Eck, Provost and Vice President for Academic Affairs

B.A., Ball State University; M.A. Ball State University; M.B.A. Samford University; Ph.D., University of Georgia

Toby Hinton, Vice President for Financial Services

B.S., Presbyterian College; C.P.A., Georgia

Amanda Lammers, Vice President for Student Services

B.S., University of North Georgia; M.Ed., Clemson University

Michael F. Lochstampf, Director of Athletics, Fitness Center Director, Soccer Coach

B.A., Covenant College; M.S., Midwestern State University

David S. Morrison, Vice President of Communications and Publications

B.A., Baylor University; M.J., University of California-Berkley

C. Ray Tatum, Vice President for Enrollment Management

B.A., Shorter University; M.A., Southwestern University

Jack Matthew Thomas, Vice President for External Relations

B.A., Georgetown College

Crystal Toombs, Associate Provost for Adult and Graduate Studies

B.A., Wilberforce University; M.Ed., Kent State University; Ph.D., Mercer University

College Deans:

Andrea Croce Birch, Dean, Undergraduate School; Dean, College of Fine Arts and Humanities; Professor of Philosophy

B.A., Trinity College; M.A., Ph.D., The Catholic University of America

Suzanne M. Erickson, Dean, College of Business and Mass Communication; Professor of Finance

B.A., University of Washington; M.B.A. Seattle University; Ph.D., University of Washington

Eugene Williams, Dean, College of Education; Associate Professor of Education

B.A., M.Ed., Albany State University; Ed.S., Columbus State University; Ed.D., University of Georgia

Gale Hansen Starich, Dean, Sidney O. Smith Jr. Graduate School; Dean, College of Health Sciences; Professor of Biochemistry

B.S., University of Nevada; M.S., University of Nevada; Ph.D., University of Nevada; Post- Doctoral study, University of Nevada School of Medicine

Florida Faculty and Administration

Administration

Alecia Webb, Campus Director of Jacksonville, Florida Campus

B.B.A., M.B.A., Brenau University

Alex Kalagian, Coordinator for Student Services

A.S., B.A., Full Sail University

Faculty

Erick Aguilar, D.Mgmt. Organizational Leadership University of Phoenix; M.A. History, University of Nebraska; M.B.A., B.S. Computer Information Systems, A.A. Liberal Arts, St. Leo University

Linda Barton, Ph.D. Marketing, University of Manchester; M.B.A. Business Management, Durham University; B.S. Psychology Bradford University

Robert Shelton Bellew, Ph.D. Romance Languages, University of Georgia; Laurea Cultural Communication, University of Florence, Italy; B.A. Journalism, University of Georgia

John Christopher, Ph.D. Psychology, Wayne State University; M.A. Psychology

Russ Ciokiewicz, C.P.A., State of Florida, M.Acct. Mercer University; B.S. Accounting, University of South Florida; B.S. Business Administration, University of Wisconsin

David Cook, Ed.D. Educational Technology, University of Phoenix; M.S., B.M.E., Mechanical Engineering, B.S. Applied Math, Georgia Institute of Technology; M.B.A. Business Administration, University of Louisville

Leslie Corbitt, Ph.D. Social Sci-Labor & Industrial Relations, Michigan State; J.D. University of Mississippi; M.S. Management, B.S. Information and Computer Science, Georgia Institute of Technology; M.A. Social Science, Michigan State

Ronald Davis, Ph.D. candidate (ABD) Computer and Information Systems Engineering, Tennessee State University; M.S. Computer and Information Systems Engineering, Tennessee State University; B.S. Management, Georgia Institute of Technology

Deane Desper, D.B.A. Walden University; M.B.A. Leadership, South University; B.S. Management, National Louis University

Debra Dobkins, Ph.D. Language Education, The University of Georgia; B.A. English, M.A.T. Teaching, Agnes Scott College

Dana Edge, M.Ed. Middle Grades Education, Brenau University; B.S.Ed. Mathematics, The University of Georgia; A.S. Engineering Technology, Gainesville State College

Winter Elliot, Ph.D. English, A.B., English and Spanish, The University of Georgia

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Selcuk (Scott) Ertekin, Ph.D. Marketing, University of North Texas; MS Applied Financial Mathematics, Marmara University, Turkey; BS, Aerospace Engineering, Middle East Technical University, Turkey

James Ewing Jr., Ed.D. California Coast University; M.A. Geography, Indiana University of Pennsylvania; B.A. Geography, University of Pittsburg

Fassil Fanta, Ph.D. Economics, Southern Illinois University; M.A. Economics, Eastern Illinois University; M.Sc. Development and Resource Economics, Norwegian University of Life Science; B.Sc. Agriculture, Alemaya University of Agriculture

Carolyn Fore, Ph.D. Organization and Management, Capella University; M.Ed. Business Education, The University of Georgia; B.A. Chemistry, University of North Carolina at Chapel Hill

Jeannie Gaines, Ph.D. Business Administration, University of Florida; B.S.N., M.S.N. University of Kentucky

Lori Gann-Smith, M.F.A. Drama, The University of Georgia; B.S. Speech and Theatre, Middle Tennessee State University

Florice Gregory, C.P.A. State of California; M.B.A. Business Administration, University of Florida; B.S.B.A. Accounting Theory & Practice, California State University Northridge

William Haney, Ph.D. Higher Education Business, M.S. Counseling and Human Systems, Florida State University; M.B.A. Business Administration, Golden State University; B.A. Psychology, Bryan College

Heather Hollimon, Ph.D. Political Science, M.A. Political Science, Pennsylvania State University; B.A. Politics and History, Converse College

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Lucas Hopkins, D.B.A. Marketing, Kennesaw State University; M.B.A. Business Administration, Georgia College and State University; B.S. Business Information Technology/concentration Marketing, Macon State College

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Humnath Panta, Ph.D. Finance, University of Texas at Arlington; M.A. Economics, Ohio University; M.Diplomacy & Trade, Monash University

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David Rogers, M.A. Management, Webster University; B.S. General Studies, Springhill College

James Sennett, Ph.D., M.A. University of Nebraska; M.B.A. Management, Brenau University; M.Div. Old Testament, Lincoln Christian Seminary; A.B. Ministry, Atlanta Christian College

Denise Smith, D.H.A. Executive Health Administration, Medical University of South Carolina at Charleston (MUSC); C.P.A., State of North Carolina; M.B.A. Healthcare Management, Brenau University; B.S. Business Administration, Gardner-Webb University

James Taylor, Ph.D. Technology Management (Quality Systems), Indiana State University; M.B.A., Marketing, University of Chicago; B.S. Mechanical Engineering, Tri-State University

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Alecia Webb, M.B.A. Business Administration, Brenau University; B.B.A. Management, Brenau University

Kimberly Willis, J.D., Harvard Law School; B.B.A. Marketing, The University of Georgia

Barry Wolfe, J.D. University of Pittsburg School of Law; M.S. Industrial Relations, Marshall University; B.A. Government, West Virginia Wesleyan

Maja Zelihic, Ph.D. General Business, Capella University; M.B.A., University of Phoenix; B.A. Communications, University of North Florida

Course Descriptions

Course numbering system consist of the first two letters indicating the subject followed by three numbers, indicating the course level. Undergraduate courses begin with 100 and continue through 499; Graduate courses begin with a 500 number and continue upward.

Accounting

AC 200 – Survey of Accounting (3)

Designed for the non-business major, this course provides an appreciation of accounting as the language of business and a basic understanding of the accounting process and financial reporting. Emphasis is placed on the interpretation and use of financial information for management decision making. Note(s) Cannot receive credit for AC 200 and AC 201.

AC 201 - Accounting Principles I (Financial) (3)

The fundamentals, practices and procedures of accounting are covered in this introductory course. Topics include generally accepted accounting principles, accounting systems, and preparation and analysis of financial statements. Note(s) Cannot receive credit for AC 200 and AC 201.

AC 202 - Accounting Principles II (Managerial) (4)

This course is a continuation of AC 201. The utilization of accounting information in business management is examined. Selected managerial topics include but are not limited to cost accounting fundamentals, budgeting, and cost-volume-profit analysis. Cannot receive credit for AC 200 and AC 202. Prerequisite: AC 201.

AC 323 - Taxation (3)

A study of federal individual income tax; including the various federal tax rules and regulations with an emphasis on the determination of income and legal deductions in order to determine taxable income for an individual and/or a sole proprietorship. Prerequisite: AC 201.

AC 325 - Cost Accounting (3)

A further study of accounting for the costs of manufacturing and services, including an introduction to the various cost systems employed by business organizations, budgeting, and current topics in cost management. Prerequisites: AC 201, AC 202, AC 331, AC 332, AC 333

AC 331 - Intermediate Accounting I (4)

This course is the first in a three-course sequence for Intermediate Accounting. The course serves as the foundation for the study of financial accounting and is designed to strengthen the student's expertise in areas of accounting standards and authoritative bodies, the accounting cycle and preparation of financial statements. In addition, revenue recognition, ethics and the use of financial information by various user groups are discussed. Prerequisite: AC 201

AC 332 - Intermediate Accounting II (3)

This course is a continuation of AC 331, Intermediate Accounting I. Topics focus on the accounting and reporting (valuation, presentation and disclosure) for operating and investing activities (current assets and liabilities, and long-term assets). In addition, ethics and the use of financial information by various user groups are integrated into the class. Prerequisite: AC 331

AC 333 - Intermediate Accounting III (3)

This course is a continuation of AC332, Intermediate Accounting II. Topics focus on the accounting and reporting (valuation, presentation and disclosure) for financial activities

(liabilities and equity) and other special topics in financial reporting. In addition, ethics and the use of financial information by various user groups are integrated into the class. Prerequisite: AC 332

AC 439 - Auditing and Assurance Services (3)

This course is designed to teach standards and theory related to the attest function and other assurance services. A study of topics in this course may include the code of professional conduct, internal controls, and other related current issues for privately-held entities within the context of the integrated audit. Prerequisite: AC 333

AC 440 - Fraud Examination (3)

A study related to how and why occupational fraud is committed, how fraudulent conduct can be deterred, and how allegations of fraud should be investigated and resolved. Course content includes asset misappropriations, corruption and fraudulent financial statements. Related issues include how to: 1) spot the "red flags" of fraud, 2) comply with auditing and other anti-fraud standards, and 3) develop and implement effective preventive measures designed to save businesses from occupational fraud and abuse. Prerequisite: AC 200 or AC 201

AC 641 - Governance, Risk Management and Compliance (3)

This course is designed to introduce students to the areas of governance, risk management and compliance in all levels of organizations. Topics will focus on analyzing, understanding, creating, implementing, monitoring, and improving governance, risk management and compliance throughout the organization up to, and including the board of directors.

AC 721 - Budgeting for Managers (3)

An in-depth study of the use of accounting information by management in planning, controlling and decision-making. The emphasis will be on the preparation of operating budgets with hands-on preparation of budgets as well as using relevant information from management budget reports to make decisions about costing, pricing and related company processes.

AC 722 - Advanced Accounting (3)

Topics covered in this course include accounting for investments using the Equity Methods, applying the Acquisition Method in Business Combinations and accounting for Consolidations at the date of acquisition and in subsequent periods, accounting for foreign currency transactions and translations, and other contemporary advanced accounting topics. Prerequisite: AC 333

AC 724 - Taxation (3)

This course presents issues related to the study of various forms of business entities, and tax research methods available to accounting and tax professionals.

AC 725 - Fraud Prevention and Internal Control (3)

This course provides a comprehensive coverage of fraud-specific examinations so that management as well as accountants know how to deter and detect fraud as well as perform subsequent investigations when fraud is suspected. Specific internal controls to prevent various types of fraud will also be discussed as well as management's responsibilities related to an effective internal control framework and fraud prevention policies.

AC 726 - Advanced Accounting II (3)

This course covers topics used by accounting in both public and managerial accounting, including international Financial Reporting Standards (IRFS), accounting for foreign currency transactions and translations, accounting for reorganizations, liquidations, partnerships, governments, and not-for-profits. Prerequisites: AC 331, AC 332, AC 333

AC 739 - Advanced Auditing and Assurance Services (3)

An advanced study of auditing standards and procedures, including the requirements of Sarbanes-Oxley and auditing standards for public companies established by the Public Company Accounting Oversight Standards Board (PCAOB). Other contemporary issues facing the public accounting profession are included. Prerequisite: AC 439

AC 740 - Accounting Theory (3)

An examination of the development of accounting theory, policy, and the standard-setting process as applied to contemporary accounting issues. Emphasis is placed upon the objectives of financial reporting and the conceptual framework. Topics also include international harmonization of accounting standards. Prerequisites: AC 331, AC 332, AC 333AC

AC 745 - Accounting Information Systems (3)

This course is designed to present an understanding of accounting information systems and their role in the accounting environment. Particular attention is paid to transaction cycles and internal control structure. Topics to be covered include the software development life cycle, contemporary technology and applications, control concepts and procedures, auditing of information systems, internets, intranets, electronic commerce, and the role of information systems in a business enterprise. This course will cover accounting information systems - both computerized and non-computerized - with particular emphasis on internal controls.

AC 746 - Advanced Cost Accounting (3)

This course is an in-depth study of the use of accounting information for planning, controlling and decision-making. The emphasis is on understanding the cost of products and services and allocation of costs, and will include preparation of operating budgets and using relevant information from management budget reports to make decisions about costing, pricing and related company processes. Prerequisites: AC 332, AC 325

AC 755 - Financial Statement and Business Analysis (3)

This course promotes a critical thinking approach to financial accounting and reporting by developing an understanding of the environment in which financial reporting choices are made and how data is used for various types of decisions. Emphasis placed on understanding the economics of business transactions and how various users of financial statements make decisions.

Art History

AH 100 - Art Appreciation (3)

This course is designed for non-art majors as a general introduction to visual art through exploration, discussion, lecture and personal experience. Basic knowledge of the elements and principles of visual art and the role they play in society are emphasized.

Academic Success

AS 111 - Foundations for Success (3)

This course introduces new students to Brenau's student services and prepares them for college level research. Course topics include stress and time management, library and study skills, writing style, and dealing with work, home, and family concerns while attending school. In addition, adult learning principles and how they are used throughout the program will be discussed.

Business Administration

BA 102 – Introduction to Business (3)

This course is an introduction to the role of business in society and to the fundamental aspects of running a business including ethics, marketing, managing cash, people and operations. The course is designed to expose non business students to business. This course cannot be taken after 15 hours of business courses.

BA 107 – Personal Finance (3)

Common financial problems facing the individual are studied and discussed: The economics of the family with an emphasis on budgeting, saving/investing, home ownership, installment purchases, Internet shopping and investing, leases, bank loans insurance, mortgages, stocks, bonds and other forms of investment.

BA 200 – Survey of Economics (3)

This course is designed to introduce basic principles and current issues in economics to non-business majors. Both micro and macroeconomic topics are discussed: opportunity cost, supply and demand, government price controls, GDP, inflation, unemployment, health care, immigration, and international trade. Note: business (B.B.A.) students do not receive credit for this course toward their major requirements.

BA 203 – Critical & Creative Thinking (3)

This course is designed to introduce the learner to the basic principles associated with creative thought and critical analysis. This course pays particular attention to the role that critical thought plays in the 21st century world economy. Errors in reasoning, the basis of irrational belief systems, how bias plays a role in critical thinking, as well as an examination of those processes which help to make a person a critical and creative thinker are discussed.

BA 206 - Microeconomics (3)

The basic economic principles of microeconomics; the allocation of resources and price determination, consumer demand, the theory of the firm including production costs, supply, and the theory of distribution. Issues in health care and immigration will be addressed using cost-benefit analysis.

BA 207 - Macroeconomics (3)

The basic economic principles of macroeconomics, including the goals of our economic system, fundamental concepts, the economic role of the government, comparative economic systems, measures of aggregate economic performance, monetary and fiscal policies, contemporary economic issues, and the macroeconomic history of the United States. Prerequisite: BA 206

BA 208 - Business Communications (3)

Theory and practice of written and spoken communication in business both in person and via electronic formats. The applications of psychological principles to improve the effectiveness of business correspondence and related types of business writing for implementation of business policy. The preparation of business reports, memoranda, and letters are required. Prerequisite: EH 101

BA 223 – Principles of Leadership (3)

This course is designed to introduce the learner to the basic principles of leadership development. Specifically, this course develops the student's leadership abilities and the competencies that are essential to accomplishing goals, both personal and professional.

Learners will develop ways to create definitions of excellence and model these definitions, learn to inspire others, and look for innovative ways to effect change, foster collaboration, and reward the accomplishments of others.

BA 303 - Business Statistics (3)

A key factor for an organization to remain competitive is its ability to produce goods or deliver services in an efficient and effective manner. This course serves as an examination of methods and models both statistical and computer-based that are used for analyzing data for the purpose of increasing understanding and improving decisions related to the management of business operations. Prerequisite: BA 303

BA 316 - Legal Environment of Business (3)

In this course, students are introduced to the sources and structures of legal systems and to many of the areas of law that impact businesses, such as contracts and the UCC, crime, torts, international law, business association and securities regulation, agency and employment law, antitrust, cyberlaw, intellectual property, consumer law, and environmental law.

BA 327 - Managerial Finance (3)

This course is an introduction to the tools and models used in managerial finance including asset valuation which includes time value of money, risk and return, asset pricing models and capital budgeting. Financial statement analysis is also covered. Prerequisites: AC 201, MS 205

BA 330 - Cultural Diversity in the Business Environment (3)

This course examines ways organizations manage diverse groups of people that are found in today's multi-cultural business community. The course focuses on understanding cultural differences and how those differences impact the processes of doing business and managing people.

BA 340 - Strategic Thinking and Innovation (3)

Students will learn ways to develop strategies for creating alternatives and new innovations and designs in business through the use of targeted critical and creative thinking processes. Explore creative solutions to "status quo" and roadblock organizational problems by courageously leading and managing teams to integrate solutions into the organization. Prerequisite: MG 318

BA 417 - Business Ethics (3)

This course provides an introduction to philosophical ethics and its application to specific moral concerns arising in business and other organizations. Special attention is given to the stakeholder model of strategic management. Lessons are designed to aid students in building a workable moral theory that can be utilized throughout their careers. Prerequisites: MG 301, MK 315

BA 447 - International Business (3)

This course offers an appreciation for trade among nations by expanding the environment of U.S. business to a global level. From both the macroscopic and microscopic perspectives, multinational enterprises are recognized for their expanding influence on worldwide business activity.

BA 470 - Value Chain Management (3)

This course is designed to familiarize students with the value chain. Rather than analyze business as a series of separate functions, this course will specifically review the integrated operational aspects of a business that specifically lead to value creation, and its relationship to sustainable performance. Information and material flows will be analyzed, and total quality management and continuous improvement concepts will be introduced to help students better understand

how value is created, measured, and when gaps are identified, improved. The concepts of Supply Chain Management, Production, Lean/Six Sigma, Forecasting, and Project Management will also be discussed primarily in relationship to value creation, and value chain management. Prerequisite: BA 303

BA 499 - Business Capstone (3)

In the capstone course for business studies, students analyze the strategic challenges, methods, and techniques in business settings. The focus is the integration of prior coursework into a comprehensive understanding of the organization and the accomplishment of goals and strategies. Online simulation based. Students will be billed a special resource fee for the administration of the CPC Comprehensive Exam (or equivalent). Prerequisites: MG 301, MK 315, AC 201, AC 202, BA 327, BA 470

BA 507 - Introduction to Business Communications (3)

This course provides a foundation of applied skills in research, writing, and presenting for various business audiences. Emphasis will be placed on critical thinking, synthesis, and effective communication strategies. This course is a foundation course and must be successfully completed before progressing to other courses in the graduate program.

BA 508 - Applied Economics for Managers (3)

This course is concerned with the fundamental principles of microeconomics and macroeconomics and integrates them from a managerial decision-making perspective in a framework that fosters the goals of an organization, as well as a better understanding of the external business environment in which an organization operates. The primary purpose of this course is to learn useful tools and analytical framework that could be used as a foundation for much of the contents taught in finance, marketing, business strategy and many other courses in the M.B.A. program.

BA 514 - Business Essentials for Managers (3)

This course is an introduction to business covering major accounting and finance issues. Topics covered include: analysis of financial statements including ratio and trend analysis; investment analysis; time value of money; evaluation of the quality of earning; forms of business organization and related taxation effects; and sources of capital and financing.

BA 601 - Principles of Information Assurance (3)

Students will be introduced to basic security principles, giving the student an understanding of the current threats and vulnerabilities of the cyber landscape, plus other topics relating to the information assurance field.

BA 603 - Computer Network Security (3)

This course provides an introduction to the field of network security. Specific topics to be examined include threats and vulnerabilities to network architectures and protocols, Botnets, E-mail security, IP security, Web security, network propagation modeling (traffic analysis, trace back mechanisms), and Network security management techniques such as Firewall and IDS.

BA 604 - Disaster Recovery and Business Continuity (3)

This course teaches you the methods in identifying vulnerabilities and takes appropriate countermeasures to prevent and mitigate failure risks for an organization. It also provides the networking professional with a foundation in disaster recovery principles, including preparation of a disaster recovery plan, assessment of risks in the enterprise, development of policies and procedures, and understanding of the roles and relationships of various members of an organization, implementation of the plan, and recovering from a disaster. This course takes an

enterprise-wide approach to developing a disaster recovery plan. Students will learn how to create a secure network by putting policies and procedures in place and how to restore a network in the event of a disaster.

BA 642 - Cross-Cultural Business Challenges (3)

This course explores the cultural environment of international business. Emphasis will be on comparing and contrasting major dimensions of culture as it impacts global organization.

BA 670 - Integrated Business Operations (3)

This course incorporates an analysis of the design and operation of production and information systems for both product and service industries. The value of information to an organization and the need to link information/data management, operations and corporate strategy is stressed. Supply chain management, information flows, measurement, product design, forecasting, process selection, project management, quality management, and advanced operations techniques are examined.

BA 701 - Special Topics (3)

This course provides the student with an opportunity to work on an individual project with the supervision of a faculty member. Departmental approval required.

BA 708 - Business Statistics (3)

Quantitative reasoning has become critical for effective business practice today. Statistical reasoning and techniques facilitate the tools and foundation for data analytics. This course incorporates the application of statistically based data analytics tools to business decisions. The course is conceptual in nature with the focus on application and interpretation of statistical tools. Conceptual understanding will be emphasized over mathematical understanding. Numerous examples will be used to illustrate the concepts.

BA 710 - Applied Regression (3)

At the core of most data analytics problems is the determination of cause-and-effect relationships. Regression analysis is a powerful technique for identifying both cross-sectional relationships (variables of interest are dependent upon other variables) and times series relationships (variables of interest are dependent upon time related variables, as is used for forecasting). In this course students will use regression analysis for the purpose of analyzing real business problems. The course is conceptual in nature with the focus on application and interpretation of regression analysis. Conceptual understanding will be emphasized over mathematical understanding. Numerous examples will be used to illustrate the concepts. Prerequisite: BA 708

BA 711 - Spreadsheet Modeling (3)

In the world of business, managers continually face the need to make decisions in the face of complexity and uncertainty in which the best course of action is not obvious. This course teaches the ability to structure complex problems and formulate Excel spreadsheet decision models for the purpose of deriving optimal decisions and analytical problem solving. Assumptions for spreadsheet models may be deterministic in nature, based upon logic, experience, and/or historical data, or stochastic in nature, using techniques for addressing uncertainty. Applications include resource allocation, risk analysis, and decision making over time. Prerequisite: BA 710

BA 712 - Data Mining (3)

Businesses are collecting ever increasing volumes of data and competitive success will depend upon the ability to use technology for analyzing the data systematically and making the appropriate decisions. In some applications, data analysis and decision making is automated.

This course will investigate how data mining technologies can be used to improve decision making. Real world examples will be used to give students hands on experience with data mining software. Prerequisite: BA 710

BA 713 - Business Analytic Strategy (3)

Companies are evolving into a direction wherein the reach of data and analytics keeps growing and must be considered from a strategic view. For instance, the performance of human resources, occasionally described as an organization's most important asset, is being analyzed with data in ways not encountered before. This course will step back and examine the relationship between high level metrics and the organizational variables that have the greatest impact. As with Six Sigma, students will learn how defining these cause-and-effect relationships are the key to organizational success, often leading to strategic advantage, while many actors might become an accomplished analytics technician, it is equally important for the business analytics professional to understand the soft skills that make business analytics a competitive weapon for some organizations. Students will learn that in the end, it is action taken on insights that separates the winners from the bystanders. Prerequisites: BA 711, BA 712

BA 717 - Business Law and Ethics (3)

This course explores the interrelationship between business, law and ethics in today's global environment. Emphasis will be placed on broadening student understanding of the means through which the government regulates business activity. Students will investigate contemporary issues in product liability, contracts, business ethics, agency, intellectual property, e-commerce, securities regulations, business formation, antitrust, bankruptcy and employment law. The goal of this course is to provide students with the tools necessary to identify legal and ethical challenges to contemporary business organizations and develop ethical business strategies designed to minimize legal risk.

BA 723 - Financial Management (3)

This course is an introduction to the tools used in financial management. Topics covered include time value of money, risk/return models, security valuation, weighted average cost of capital, capital budgeting, capital structure, forecasting and dividend policy.

BA 731 - Financial Policy (3)

Students study the financial management of the corporation and decision making. Topics covered include capital structure theory, dividend policy, mergers and acquisitions, asset valuation, forecasting and executive compensation.

BA 749 - International Finance (3)

Study of the international monetary environment and financial planning for corporations with overseas operations. Analysis of the effects of exchange rate fluctuations, currency restrictions and tax regulations on international financial planning, examination of financial aspects of multinational business, including foreign investment, trade and transfer of funds. Prerequisite: BA 723

BA 752 - Entrepreneurial Finance (3)

This course focuses on the natural cycle of fundraising for a new business. The course covers internal financial management including risk management, bootstrapping, angel and venture capital as well as the final exit strategy for the entrepreneur which includes the IPO process. Prerequisite: BA 723

BA 753 – Investments (3)

This course looks at the markets in which investing takes place and the investment decision. Types of securities are examined including pricing models for each. Additionally, techniques to measure performance, manage risk and construct portfolios will be examined. Prerequisite: BA 723

BA 754 - Corporate Risk Management (3)

The operating and financial risks faced by firms and the various methods of mitigating those risks will be explored. Methods studied include loss prevention, insurance and capital markets. Prerequisite: BA 723

BA 756 - Valuation (3)

This course focuses on Value Based Management or the creation of value within a company. The actions managers can take to create value, how value is measured, valuation of intangible assets, and the intersection of strategy and value creation are explored. Prerequisite: BA 723

BA 780 - International Travel Experience (3)

This course offers the student an introduction into applied international business by examining opportunities and challenges in another country. The student will be expected to conduct research in preparation for the trip and to critically assess and reflect on the in-country realities following the trip. The class will include a mandatory foreign country experience.

BA 787 - Global Economics (3)

An overview of the theory of international trade and finance. Topics covered will include the pure theories of trade (Ricardian, Heckscher-Ohlin, and others), the basis and effects of barriers to trade, industrial policy, U.S. trade policy, free trade zones such as NAFTA or the EU, and the role of international institutions such as the International Monetary Fund and the World Trade Organization. Balance of Payments and Exchange Rates. We will consider the effects of international trade on economic growth and income distribution as well as the ongoing debate over free trade.

BA 799 - Strategic Management and Policy (3)

This is the capstone course for all M.B.A. candidates. The course provides theoretical and applied exposure to the conceptual and analytical skills required by general management. Emphasis is placed on the integration of knowledge from prior course-work in functional management and the application of that knowledge to organizational problems and the formulation and implementation of an organization-wide strategy. The development and implementation of supporting policies is also required. Students are billed a special resource fee for administration of the CPC Comprehensive Exam (or equivalent). Prerequisites: AC 721, BA 723, MK 715

Biology

BY 105 - Human Biology w/Lab (4)

Designated for non-biology major students who wish to fulfill their liberal education requirement for a laboratory science. Introduces the following basic biological principles and content: scientific method, biological chemistry, cellular biology, ecology and environmental impact of humans, heredity and inherited diseases, evolution, the circulatory system, the digestive system, the senses and brain function, and the reproductive system. Focuses on the details of the biological material to include the impact of that knowledge on society and the student's future lives. Term paper, oral presentation, and in-class discussion required. Laboratory mandatory.

Conflict Resolution

CR 620 – Negotiation and Mediation (3)

This course addresses the theory, skills, and limits of the negotiation and mediation processes. Students explore the practical application of negotiation and mediation methodologies through readings, discussions, and role-playing exercises.

Computer Science

CS 101 – Computer Literacy (3)

CS 101 is an introduction to the use of application software on a personal computer. Applications include: word processing, spreadsheet, database management, and presentation graphics using Microsoft Office (Word, Excel, Access, and PowerPoint). E-mail, Internet access, familiarization with computer hardware and software, computing ethics, and computer users' rights and responsibilities in global computer networks will also be incorporated.

English

EH 101 - Written Communication * (3)

This course focuses on writing papers in response to readings in a variety of genres. Students develop, draft, revise, and edit original compositions. Placement is determined by standardized test scores. Note(s) Minimum grade of C required for graduation.

EH 102 - Reading and Research Writing * (3)

This course focuses on reading texts and writing research papers. Students will prepare and develop critical analyses that integrate secondary materials. Prerequisite(s): EH 101 Note(s) Minimum grade of C required for graduation.

EH 103 - Oral Communication * (3)

This course covers the fundamentals of public speaking. Students will analyze the content and performance characteristics of effective speeches. They will develop and deliver speeches of various types and for various audiences.

EH 245 - Women's Literary Studies * (3)

Students will develop their written communication skills as they respond to works by and about women, with particular attention to historical and cultural contexts. Prerequisites: EH 101, 102

Finance

FI 401 - Money, Banking, and Financial Markets (3)

This course provides an overview of the working of the financial and economic system and seeks to provide an understanding of how a financial economy operates. It covers the nature and evaluation of money and its role in determining the overall level of economic activity. It also examines the role of banking, central banking, and monetary policy as they apply to financial instruments and institutions in the context of global financial markets.

FI 402 - Econometrics (3)

The objective of this course is to introduce the main econometric methods and techniques used in the analysis of issues related to finance and economics. It covers fundamental concepts of statistical inference that provide the foundations for data analysis and applied empirical work. Topics covered include basic linear and non-linear multiple regression model, panel data

analysis, time series models, omitted variables, missing data, sample selection and instrumental variables.

FI 403 - Corporate Financial Policy (3)

This course develops the basic theory and concepts on financing a business enterprise. Financial professionals within the firm are responsible for developing policies that maximize shareholder wealth by utilizing an optimal mix of leverage and equity capital. Also, the course includes the underlying tax motivation for corporate finances.

FI 404 - Business Forecasting (3)

This course provides an introduction to forecasting in economics and Time Series Analysis. It focuses on understanding how and when to apply various forecasting techniques and how to interpret the results. The course will cover specifications and estimation of ARMA models, seasonality, non-stationarity, unit roots and forecast evaluations. Empirical applications are used throughout the course.

FI 405 - Investment Analysis and Portfolio Management (3)

The focus of this course is on the examination and valuation of the major investment vehicles and strategies popular today. In particular, it will consider how investors allocate their financial assets by forming, managing, and evaluating portfolios containing instruments such as stocks, bonds, futures and option contracts, and mutual funds. Students also learn to evaluate investments in an international market by incorporating economic conditions, ratios, and market information. Emphasis is placed on portfolio management and diversification.

FI 406 - Financial Risk Management (3)

This course focuses on the types of derivative securities used in financial risk management. For each type of derivative, it covers the contractual specification, the payoff structure, the mechanics of trading, and methods of valuation, hedging techniques, and trading strategies. Emphasis will be placed on identification of financial risk and designing optimal risk management strategies.

Healthcare Administration

HC 750 - Ethics and Leadership in Healthcare (3)

Today, leadership establishes a framework of ethical competency and the ability to implement, organizational change through a personal process of leadership. This course develops a leader's ability to diagnose and develop their own ethical decision making skills in the critical managerial areas of leadership of change, communications, conflict and its negotiation, and productivity management.

HC 760 - Law and Policy Development in Healthcare (3)

Health is determined by many variables, influenced primarily by law and regulatory policy. Under the Patient Protection and Affordable Care Act (ACA), Federal, State, and Local governments formulate, implement and constantly modify health related policies through an intricate, dynamic process. This course will address legal issues of importance in the health services sector and define the issues in a way which will enable effective utilization of legal counsel.

HC 770 - Organizational Systems in Health Care (3)

This course will explore and analyze various models of health care delivery, including those delineated in the Patient Protection and Affordable Care Act (ACA). Implications of legislative

requirements and regulatory controls will be analyzed for effects on patients, providers, medical research, and the health care industry.

HC 780 - Financial Management in Health Care (3)

This course examines cash flow, analysis of financial statements, and asset acquisition for both non-profit and for-profit health care organizations. In addition to traditional financial management analysis techniques, this course covers agency relationship unique to health care organizations and impact on the financial management of the firm. Finally, the mixture of government agencies, managed care, third party pay insurance, and health care organizations are analyzed so that decision makers can reach the goals of the organization, as well as operate within the boundaries of regulatory agencies. Prerequisite: BA 723

HC 790 - Advanced Topics in Health Care (3)

This course examines current issues in the health care environment through analysis of articles in journals such as Health Affairs and websites such as the Kaiser Family Foundation, Brookings Institute, Cato Institute, and Heritage Foundation. The effects of these developments will be analyzed in the context of health care delivery and financial viability.

Human Resources

HR 301 - Research Methods in Organizations (3)

Learners master the research methods and designs used in organizations and organizational research. Prerequisites: MS 205, HR 333

HR 312 - Recruiting and Selection (3)

Learners examine the methods and techniques of recruiting and selecting personnel that will allow the organization to function in a competitive environment, and incorporate the principles and practices of interviewing into their skill set. Prerequisite: HR 333

HR 333 - Human Resource Management (3)

Students explore the principles and practices of human resource management, including the functional areas of HR: planning, recruitment, and selection; development (e.g., orientation, training, team building, performance appraisal systems, organizational development, career development); compensation and benefits; safety and health; employee and labor relations; and human resource research.

HR 401 - Benefits and Compensation (3)

Students explore the methods and techniques used to develop a compensation plan that will allow an organization to be competitive with its target group. They also examine the effect of government regulations on plans and how the compensation package affects strategic placement. Prerequisites: MS 205, HR 333

HR 414 - Designing Training Programs (3)

This course explores the training methods appropriate for adult learners; examines the goals and objectives of training programs; examines sequencing instruction to match the order in which objectives will be met; reviews methods and materials applicable to adult learners; and explores the planning, selection, and development of techniques to evaluate learning performance and instruction. Prerequisite: HR 333

HR 418 – Organizational Development and Change (3)

This course examines the role of HR in interventions that can be used to help manage continuous, uncertain, unpredictable, and sudden change that is a familiar part of life in the

contemporary organization. It provides a practical integrated overview of many different approaches and methods that draw on a wide range of sources that cover change on three overlapping levels – the organization, the team and the individual.

HR 422 - HR Strategic Planning (3)

Learners apply strategic business planning principles to the human resources function and develop the tools that HR Managers and all employees need to learn to anticipate rapid changes in their jobs, careers, work groups, and organizations. Learners explore the need to be guided by a comprehensive, unified plan.

HR 428 - Measurement of Human Resource Management (3)

This course provides an overview of the measurement of the major duties and financial management of the Human Resource Management function. This includes the measurement and quantifications of staffing efforts, compensation and benefits, training, employee relations, and intellectual capital. It also includes HR budget development and management.

Prerequisites: AC 201, HR 312, HR 333, MS 205

HR 737 - Employment Law (3)

Students examine employment law from several different perspectives: the employment-at-will doctrine; the rights of individual workers, e.g., employees and independent contractors; equal employment opportunity laws; the Constitution's role in today's workplace; privacy rights in the workplace; compensation laws; occupational illnesses and injuries; substance abuse screening/testing; and collective bargaining law. Prerequisite: HR 733

HR 750 - Talent Acquisition and Management (3)

This course explores acquisition and management of critical human talent as a core business function to achieve competitive advantage in domestic and global environments. This involves talent recruiting, high-potential planning, retention, performance management, and knowledge management to improve organizational performance. Web-based technologies are introduced to execute these processes. Prerequisite: HR 733

HR 760 - HRM Total Rewards (3)

The learner will examine the total rewards strategy of combining compensation, benefits, work life, and recognition for performance and career development into a tailored function. The purpose of such design is to engage employees and achieve competitive advantage and desired business results. Prerequisite: HR 733

HR 785 - Human Resource Strategy (3)

The learner will examine the process of embedding HR systems within the firm's overall strategy and leveraging these systems to impact business operations for sustainable advantage. This includes transforming the HR function from transactional to a strategic focus, clarifying and measuring HR as a strategic influence, creating, executing, and measuring HR alignment.

Prerequisites: HR 733, HR 737, HR 750, HR 760

Health Science

HS 105 - Healthy Lifestyle Habits (3)

This course is designed to enlighten students to the many facets of health and wellness. Various lifestyle factors will be explored in relation to their effect on the body, along with strategies for integrating healthier behaviors into day to day life.

History

HY 201 - History of the United States I (3)

This course surveys U.S. History from prerevolutionary origins to present. The first course ends with the Civil War.

International Studies

IS 101 - Current Global Issues (3)

This introductory survey course is designed to introduce the student to numerous current issues confronting the globe's policy-makers and populations. The course will discuss global health and population problems, issues confronting women around the world, the proliferation of weapons of mass destruction, terrorism, fundamentalism, the global economy, human rights and environmental problems.

Legal Studies

LE 300 – Conflict Resolution (3)

Examines the methods to resolve disputes other than litigation through the court system. Includes negotiation, arbitration, mediation and other dispute settlement processes as well as an examination of the nature of conflict and its resolution in several arenas such as labor relations, education, communities and family settings.

Management

MG 301 - Management Principles (3)

This course provides students with a contemporary account of the changing environment of management practices. It includes management principles, current theories and frameworks of management, as well as tools to critically analyze organizations and their effectiveness in society.

MG 302 - Small Business Management (3)

This course looks at the role of the small business in our economic system, methods of establishing a small business, and problem solving techniques required for success of the firm. Prerequisite: MG 301

MG 318 - Organizational Behavior (3)

This course examines the behavior of people in organizations. Organization is considered in its broadest sense including hospitals, schools, government, retail stores, as well as manufacturing and distribution firms. Prerequisite: MG 301

MG 420 - Principles of Project Management (3)

This course provides an introduction to the knowledge areas established by the Project Management Institute (PMI). These knowledge areas are the foundation for best practices in project management and include the management of: project integration, scope, time, cost, quantity, human resources, communications, risk and procurement.

MG 729 - Management and Organizational Behavior (3)

This course focuses on understanding the management and organizational behaviors that constitute the processes within organizations. Specific topics in this course include the study of

theories of individual and group behavior and review the processes of perception, judgment, attribution, choice, conflict, motivation, communication, leadership, and decision-making.

MG 730 - Managerial Leadership (3)

This course provides students with a basic framework of leadership theories and skills. Students will critically analyze the historical development of leadership theory, assess their own leadership styles, diagnose areas that need improvement and develop a set of skills that can be used effectively in multiple settings. Prerequisite: MG 729

MG 732 –Topics in Advanced Management (3)

This course extends students' basic studies in management through an analysis of contemporary articles relating to individuals, groups and organizations. Students will read current research to identify developing trends and theory in management, organizational behavior and leadership. Emphasis will be on the practical application of knowledge to improve management practices and organizational effectiveness. Prerequisite(s): MG 729

MG 733 - Human Resource Management (3)

Students examine the concepts and practices underlying human resource management and review the basic human resource functions: planning recruitment, and selection; development (orientation, training, team building, performance appraisal systems, organizational development, career development); compensation and benefits; safety and health; employee and labor relations; and human resource research. Students also analyze how institutions, policies, programs, legislation, and regulation affect human resource management and explore the relationship between the public and private sectors.

MG 740 - Contract Management and Ethics (3)

Students examine the contractual and ethical issues and the situations that managers confront in implementing unique well-defined tasks, such as projects; analyze various types of contracts and the risks associated with each one; and explore the potential ethical concerns as well as the applicable laws and standards of conduct associated with the development and implementation of such tasks.

MG 785 - International Organizational Behavior (3)

This course examines issues associated with global management and organizational behavior. It prepares students with methods and behavioral skills needed to work within or direct a global workforce. This course includes topics such as cross-cultural communication, managing and leading international teams and solving cross-cultural conflict. Prerequisite: MG 729

MG 795 - Evolution of Management Thought (3)

This course provides students with the historical background of the management discipline, starting prior to the industrial revolution and continuing up to the modern era. Topics include pre-industrialization; Industrial Revolution in Great Britain/US; Scientific Management; European influences; Hawthorne Studies/Human Relations; emergence of organizational behavior; science as applied to management. Prerequisite: MG 729

Marketing

MK 311 - Advertising Management (3)

Learners explore the entire field of advertising (radio, television, point of purchase, direct mail, newspapers, magazines, etc.) as well as advertising within the organization. The aspects of advertising covered include research, copy, layout, production and budgeting as well as the role of advertising in our economy.

MK 315 - Marketing Principles (3)

This course considers the integration and coordination of product development, promotional strategy, physical distribution, and pricing in planning and controlling marketing operations. The managerial aspects of marketing and analysis of distribution problems are emphasized.

MK 412 - Sales Management (3)

Learners explore the objectives, policies, and techniques of sales force management and the critical roles and responsibilities of the sales manager in a marketing-concept-driven organization: sales force motivation and performance; goals, quotas, and measurement; and individual and team performance measurement and control. Prerequisite: MK 315

MK 414 - Consumer Behavior (3)

Learners explore the behavioral content in consumer, industrial, governmental and international marketing as well as applicable theories and research including motivation, learning, beliefs and attitudes, customs, social class, values, and utility expectations. Develops conceptual models of buyer behaviors.

MK 418 - Marketing Research (3)

In this course learners analyze conceptual and applied structures of marketing research: designing, producing, analyzing, and presenting research results. Buyer preference testing, market pattern analyses, and statistical evaluation are discussed. Prerequisite: MK 315

MK 457 - Social Media and Mobile Marketing (3)

This course analyses the impact of social media and mobile platforms on marketing strategies consisting of product and branding decisions, promotions, physical distribution, and pricing. The strategic dimensions of planning and controlling marketing operations are highlighted. Prerequisite: MK 315

MK 472 – International Marketing (3)

A study of marketing management activities from the perspective of firms doing business across international boundaries. The emphasis is placed on the unique aspects of cultural differences, distribution problems, communications differences, and governmental affairs. Prerequisite(s): MK 315

MK 473 - Marketing Management (3)

A study of the conceptual and practical issues in managing the marketing function for for-profit and not-for-profit organizations in a market-driven economy. Strategic and operational planning and problem-solving, decision-making, and potential problem analysis are emphasized. Prerequisite: MK 315

MK 715 - Marketing Management (3)

Learners study the managerial role applied to the marketing function in for-profit, not-for-profit, and governmental settings. Particular emphasis is placed on both the conceptual and application issues in marketing management; industry and competitor analysis; productivity and profitability analysis; product design, promotion, pricing, and distribution; ethical decision making; and evaluation and control systems.

MK 758 - New Media and Marketing Communication (3)

A study of new media from the perspective of organizations wishing to integrate new and traditional media into their marketing efforts. Emphasis is placed on consumer social interactions,

marketing strategies for new media, pillars of new media communication, social media, mobile marketing channels, and tracking media effectiveness. Prerequisite: MK 715

MK 762 - Channel Development and Key Account Management (3)

A study of the core business processes involved in management of a sales force in a business-to-business environment. Emphasis is placed on the process of buying and selling, the links between sales and customer relationship management (CRM), developing and maintaining long-term relationships with profitable customers, forecasting and setting quotas, and the implementation and control of sales programs. Leadership, innovation, and technology are important overarching topics in this course. Prerequisite: MK 715

MK 778 - Services Marketing and Differentiation (3)

A study of the services industry sector-from the perspective of marketing management-that accounts for 80%+ of GDP in the U.S. Emphasis is placed on the unique characteristics of services, differentiation of services, delivery of high quality services, the design and redesign of services, branding service businesses, and improvement of customer satisfaction in services. Prerequisite: MK 715

MK 780 - Product Development and Innovation (3)

A study of changing market demands, innovation, and new product development from the perspective of marketing management in a business organization. Emphasis is placed on innovation, opportunity identification and selection, new product ideation and concept evaluation, management of the new product process, new product design and development, and strategic launch planning. Prerequisite: MK 715

MK 782 - International Marketing (3)

A study of marketing management activities from the perspective of firms doing business across international boundaries. The emphasis is placed on the unique aspects of cultural differences, distribution problems, communications differences, and governmental affairs. Prerequisite: MK 715

Mathematics

MS 101 - College Algebra (3)

An introductory course covering basic algebra operations, equations and inequalities, and graphs in the Cartesian plane, including linear, quadratic, polynomial, and rational functions. The course covers algebraic operations of functions, including composition. Emphasis is on problem solving and applying mathematics to real-world situations. Prerequisite(s): Completion of MS 099 on an appropriate Brenau Math Placement test score.

MS 205 - Introduction to Statistics (3)

A basic introductory course in statistics which introduces the student to the fundamental concepts of data distribution, treatment of random variables, inference, special cases of the binomial and normal random variables, confidence intervals, and significance tests. A project requiring computer application and written analysis is a component of this course. Ethical practices of collecting and analyzing data and reporting results are emphasized. Prerequisite: MS 101

Organizational Leadership

OL 403 - Leadership and Group Dynamics (3)

Learners investigate the individual and group behaviors and processes related to the effectiveness of interpersonal activities such as communication, influence and leadership.

OL 418 – Organizational Development and Change (3)

This course examines the role of HR in interventions that can be used to help manage continuous, uncertain, unpredictable, and sudden change that is a familiar part of life in the contemporary organization. It provides a practical integrated overview of many different approaches and methods that draw on a wide range of sources that cover change on three overlapping levels—the organization, the team and the individual.

OL 499 – Leadership Capstone (3)

This course examines contemporary leadership concepts in relation to the individual, the work place, the community and the world. The course links theory to practical applications of leading divisions and whole organizations. Case studies and simulation will be used for analysis and articulation of leadership concepts. Prerequisite(s): BA 223, MG 301, OL 403, OL 418

OL 500 – Foundations in Organizational Leadership (3)

This course explores foundational issues associated with leadership in organizations. Leadership theories are examined and applied to modern organizations through a variety of application models. The course also examines the topics of team and teamwork as it applies to the leaders within the organization. The qualities of an effective team member in various settings are also discussed. The course also provides a foundation for success in the program by making students aware of academic expectations and responsibilities in graduate school as well as developing an understanding of individual and team requirements. This course is a foundation course and must be successfully completed before progressing to other courses in the graduate program.

OL 675 – Resource Management

This course introduces the basic accounting concepts and applications needed by management to understand and use financial information to make relevant and appropriate decisions. Topics include the role of accounting information systems in organizations, analysis of financial statements, and the role of budgeting in achieving the goals of the organization. Specific emphasis will be placed on fund raising and financing in not-for-profit organizations. Topics will include board relations, fund-raising efforts, endowment and fund management.

OL 703 - Critical Thinking and Business Innovation (3)

This course assists the learner in understanding some of the concepts associated with critical thinking and effective business problem solving. Exercises throughout the course allow the learner to recognize that assumptions undergird all action and behavior. This course examines these assumptions in new contexts and develops strategies for assisting people in becoming creative and critical thinkers employing creative skepticism.

OL 713 – Organizational Culture and Learning (3)

This course focuses on defining the origins of organizational culture, why they are important, and how leadership, individuals and stakeholders affect culture. In addition, this course begins to examine the foundation concepts associated with the learning organization, viewing learning from an individual and an organizational perspective, and how to integrate these concepts into the culture of an organization. The goal of the course is to provide frameworks, tools, and techniques for understanding organizational culture and learning. Emphasis is placed on

developing skills and strategies needed to achieve organizational agility for the 21st century.
Prerequisite(s): BA 507

OL 755 – Leading the Learning Organization (3)

Learners master how to: attract, retain, and motivate employees and become a more innovative and agile leader by creating a culture of continuous self-improvement that encourages learning at all levels.

OL 799 – Strategic Planning (3)

Strategic planning focuses attention on the process of strategic planning as opposed to management theory and concepts. Questions of “What to do?”, and “How to do it?”, as defined by the strategic management process, will be addressed. The course is practitioner-oriented and based on case studies that explain the complexities of strategic planning and management, while emphasizing the importance of theoretical knowledge. Strategic planning acknowledges the evolution of global competition and introduces guidelines and recommendations for improving managerial effectiveness in these relationships. Prerequisite(s): OL 500, OL 755

Project Management

PM 620 - Introduction to Project Management (3)

This course provides an overview of the major management concepts on which project management is based. The role of project management within the larger organization, the project management process, the planning process, including CPM and PERT, and project team dynamics are studied.

PM 730 - Leadership of Project Teams (3)

This course is devoted to studying the development and management of the project team. Concepts of small group dynamics involved in developing, managing, and terminating teams are studied. Issues of leadership, motivation, power and influence, conflict management, change management, risk management, communications, negotiation and the management of uncertainty are studied and integrated with the process of team building.

PM 740 - Project Planning and Control Techniques (3)

This course is devoted to the project planning and control process. Development of measurable project objectives is covered as well as work breakdown structure, sequencing of project activities, development of time and cost estimates, and creation of the project action plan and budget. Student teams will build a detailed plan for a small project using project management software (Microsoft Project). Prerequisite: PM 620, PM 730

PM 750 - Strategic Issues in Project Management: A Capstone (3)

This course examines the strategic relationship between project management and the rest of the organization. The topics for this course include key strategic issues surrounding: allocating resources, developing policies and systems, implementing projects in line with the organization's strategic objectives, and assuring that projects achieve their stated goals. Prerequisite: MG 740, PM 740

Political Science

PO 101 - American Government (3)

An examination of the American system of government with emphasis on the growing importance of global affairs in American political life. Philosophical and historical perspectives

are provided to show how institutions and processes have evolved to their present state. Comparative perspective is provided so that students may contrast the American system with other contemporary forms of government.

Physical Science

PS 104 - Earth Science (3)

A basic introduction to selected topics from geology, oceanography, meteorology, and astronomy. Topics include basic concepts of rock and minerals, structure of the solid Earth, processes that shape the surface of the Earth, weather and climate, waters of the Earth, geologic time, and the solar system. The course has no laboratory component.

Psychology

PY 101 – Introduction to Psychology (3)

The basic principles and concepts of psychology as a science of human behavior are presented, as well as a historical perspective of the field emphasizing major theoretical contributions. This course is a prerequisite for all courses in the major. Can count as a lab science if taken with PY 101L.

Spanish

SH 101 - Spanish Language and Culture I (3)

An introductory general education course emphasizing the development of students' functional oral proficiency and ability to apply necessary grammatical contents and lexicon to communicate in a variety of basic, everyday situations. Additional focus on the development of students' intercultural competence, including attention to one's own cultural identity compared and contrasted with the cultures of speakers of the language studied.

SH 102 - Spanish Language and Culture II (3)

Continued emphasis on development of skills and cultural awareness begun in SH 101. Prerequisite: SH 101.