

BUSINESS (BUSA)

BUSA 5000. Decision Concepts (1)

Foundations of Quantitative Methods (1-0-1) This foundation course provides an introduction to statistical concepts and how to apply them to solve business problems. Some of the topics covered include: Data Relations, Laws of Exponents, Linear, Nonlinear, and Multivariate Functions, Compound Interest, Break-Even Analysis, and Calculus. Students will be required to validate their understanding of the concepts/topics.

BUSA 5100. Core Concepts Quatn Methods (3)

This course includes an overview of fundamental analytical techniques and how they apply in business. It includes examples on contribution margin, portfolio analysis, and sales volume mix. The course also reviews the basic concepts and techniques in Statistics. Some of the topics covered include: defining statistics; collecting, organizing, handling, displaying, describing and interpreting data; measures of central tendency and variation (measures of location and dispersion); probability theory; discrete and continuous probability distributions; the Central Limit Theorem and sampling; confidence intervals; hypothesis testing; and regression analysis

BUSA 5120. Special Topics in Business (3)

Selected advanced topics in current business trends. This course will be offered as fits the needs and interests of the student and faculty.

BUSA 5130. Internship/Cooperative Educati (3)

Individually designed learning program involving field experience in private or public sector. Program of study and student supervision must be approved by the Dean of Business or designee and Director of Business Graduate Program.

BUSA 5140. Indep. Study/Directed Research (3)

Special work arranged in consultation with instructor. Requires approval of the MBA Director

BUSA 5200. Decision Making-Uncertainty (3)

This experiential learning, project based course employs quantitative statistical methods as analytical tools to understand and solve management issues for business decision making. There is extensive use of applied business scenarios to illustrate concepts and computer software for data analysis. The successful student will complete this course with the ability to effectively evaluate and interpret statistical results and provide managerial recommendations based on findings. In addition to heavy analytical skills, the successful student will have gained project, client and data management skills to make decisions under uncertainty.

Prerequisites: BUSA 5000

BUSA 6103. Sports and Entertainment Econ (3)

Economic and analytical tools are used to explore a wide variety of issues for the sports and entertainment industry. In the entertainment industry, this includes a discussion of the economics of various forms of media including movies, cable, and music. Then the economic issues of casinos and amusement parks will be examined. After reviewing these subjects we move to study both professional and collegiate sports events and characteristics.