



Local Learning for Global Success

ACCREDITED BY THE HIGHER LEARNING COMMISSION

ESTABLISHED 1893

COURSE DESCRIPTIONS

BUS310 Organizational Behavior - 4 credits

Organizational Behavior is an interdisciplinary field of study and practice that investigates the impact of individuals, groups, structure, and environments on organizations. Students examine motivation, decision making, organizational structures, and processes that shape organizational culture. Students will be introduced to an ethical framework for decision making and leading management theories and tools.

BUS350 Innovative Marketing and Social Media - 4 credits

This course provides an introduction to the study of marketing in business and other organizations. Topics that will be addressed in this course include the marketing environment, marketing ethics, information gathering, product development, pricing strategies, distribution strategies, the promotional mix, decision making, nonprofit marketing, social marketing and international marketing.

BUS330 Business Economics - 4 credits

Analytical approaches and tools of the economics discipline are introduced and used to examine current issues and problems that arise in the functioning of economic systems. Microeconomic and Macroeconomic tools, concepts and theories will be applied to analyze real world problems from a variety of perspectives.

BUS340 Business Analytics I - 4 credits

Students explore fundamental topics from probability and descriptive and inferential statistics and apply these to business. Topics include probability and counting rules, probability distributions, hypothesis testing, correlation, regression, chi-square, and analysis-of-variance.

BUS360 Corporate Accounting and Budgeting - 4 credits

This class introduces the student to the role of accounting in the business world. The principles and concepts of financial accounting and analysis of accounting statements are covered. Accounting cycles, procedures and balanced sheet classifications are emphasized.

BUS410 Operations, Technology and Quality Management - 4 credits

This course will discuss the theoretical foundations for production management. The course will focus on the management of resources such as the production process, the management of equipment and machinery, facilities and maintenance, materials management, inventory control, quality control, scheduling, and purchasing. The course will also introduce students to theories and tools for quality management and the management of technology and information systems.

PROGRAM OBJECTIVE

The BA in Business program prepares students for leadership roles in business and non-profit organizations. It emphasizes applying effective management in real world situations based on sound theory. A problem solving approach is applied using appropriate management tools for specific situations. Efficient management of resources is needed in every organization in today's environment and students learn to think creatively and critically about how to achieve organizational goals. Sustainable, "green" business concepts are integrated into all the courses in the program. A key application of both personal and organizational ethics, stressing the college's stewardship principles, is a theme throughout the program.

THE CONCORDIA ADVANTAGE

- **Flexible** – Online or blended program options
- **Accelerated** – Complete your program in 24 months or less
- **Manageable** – Attend class or online discussion just one night a week (always on the same night and time)
- **Affordable** – Competitively priced programs and convenient payment options
- **Collaborative** – Experience cohort-based learning with a small group of talented professionals who learn together for the duration of your program

BUS420 Corporate Finance - 4 credits

This course explores the basics of financial management. Topics include the capital markets, the cash budget, pro forma statements, analysis of financial statements, and the time value of money. Students also complete a research project.

BUS430 Legal and Ethical Environment of Business - 4 credits

This course examines the administrative and common law regulation of business. Constitutional Law, Title VII, and product liability are covered. Students also examine contract law and the Uniform Commercial Code provisions on sales and secured transactions. Students will also learn about the connection between law and ethics.

BUS450 Business Analytics II - 4 credits

In this course students will learn to use various tools to analyze data and make predictions. These tools include probability analysis, hypothesis testing, regression analysis, linear programming and tools for financial analysis.

BUS490 Business Strategies - 4 credits

In this course students will apply core business skills and their ethical framework for decision making to solve real world challenges through various techniques such as case studies, business plans and field work.

APPLICATION PROCESS

For admission consideration, a student must submit:

1. Bachelor of Arts application
2. Official transcripts from all previous institutions attended
3. Personal statement

TO APPLY

Applications are available at www.csp.edu/apply or by contacting the Office of Admission.

Email application materials to: onlineinfo@csp.edu.

TUITION AND FEES

This is a 44-credit program. For tuition and financial aid information, please call 888-859-0641 or visit online.csp.edu.

TECHNOLOGY REQUIREMENTS

Students use their personal computer in this program. To begin the program, students must meet the requirements listed on the technology agreement. To view this agreement please visit www.csp.edu/Admission/AcceleratedDegree/Documents



Course descriptions, fees and other information included in this form are subject to change. Please refer to the Academic Catalog on our website for more information on program requirements.

FOR MORE INFORMATION:

888-859-0641 • onlineinfo@csp.edu • online.csp.edu