BUSINESS CORE COURSE DESCRIPTIONS

(7 courses; 3 credits each; 21 credits required)

GB 6010  **Managerial Accounting for Decision Making:** A study of interpretation and the use of accounting data for management planning, decision-making and control. Topics include product costing, cost allocation, budgeting, variance analysis and performance evaluation methods.  *Prerequisites: Successful completion of all Foundation Level Courses*

GB 6020  **Advanced Computer Applications:** Applications of computer technology to business problems. Advance applications with statistical software packages, spreadsheets, database management. Topics include programming languages, algorithm development and societal impact. The course will fully integrate the use of statistical software with statistical analysis.  *Prerequisites: Successful completion of all Foundation Level Courses*

GB 6030  **Financial Management:** Examine the fundamental principles of corporate financial management and capital markets. Topics include asset-pricing methods, risk management, equity financing, debt financing, dividend policy and relationship of finance with other functions within the firm, including practical and theoretical methods of financial analysis as part of a system of management decision.  *Prerequisites: Managerial Accounting*

GB 6040  **Marketing Management:** A study on business to business buyer behavior, marketing segmentation and selection, product planning, pricing, distribution, promotion, buyer-seller interaction, negotiations, competitive bidding, and ethical issues.  *Prerequisites: Successful completion of all Foundation Level Courses*

GB 6050  **Managerial Economics:** Examine the influence of government and other factors on the business environment. Study models of aggregate supply and demand theories of consumption and investment, money supply and demand, inflation, rational expectations, stabilization policy, financial markets and international finance.  *Prerequisites: Successful completion of all Foundation Level Courses*

GB 6060  **Human Resources Management:** This course identifies the role of the human resource manager. The course examines, from a strategic approach, how the human resource functions interact with the EEO laws, job analysis, competency models, recruiting, selection, training, performance appraisal and management, job design, compensation, benefits, and labor relations. The intent of this course is to enable the student to apply human resources management techniques to the business industry.  *Prerequisites: Successful completion of all Foundation Level Courses*
GB 6070  **Operations Management:** A study of the theory and practices of the operations function and its application to productivity in the business areas. Focus is on the quantitative techniques for problem solving and decision making in a variety of strategic and tactical areas of operations management, including total quality management; process design and control, capacity planning, location strategy, materials requirement planning, inventory control, and project management.

*Prerequisites: Successful completion of all Foundation Level Courses*