GENERAL BUSINESS (GBA)

GBA 110 Introduction to Business Credits: 3
Typically Offered: Fall, Spring.
Course Description: A general survey of business organizations and their activities including accounting, economics, finance, management, and marketing. Content delivery format is designed to introduce students to the basic study skills, writing requirements, testing methods, and information sources most relevant to a business education. RESTRICTION: Course admission will be limited to students with fewer than 24 hours of college credit including those in progress.

GBA 201 Business Analytics and Reporting Credits: 3
Typically Offered: Fall, Spring.
Course Description: Applications of productivity software with focus on Microsoft Excel proficiency and big data business issues/ problems. Students will use Excel to analyze business data and make recommendations based on their analyses. Reports will be developed for written and oral presentations. Students will be required to take the Microsoft Office Specialist Excel Associate skills test as part of the course. Previous computer experience recommended.

GBA 210 Business Statistics I Credits: 3
Typically Offered: Fall, Spring.
Course Description: Basic course for students in business; data collection and tabulation, graphic representation, measures of central tendency and dispersion, probability, types of distributions, sampling estimation, hypothesis testing, simple linear regression and correlation. Concentration is on interpretation. Course includes microcomputer application. **Prerequisite(s):** General Studies Math. Business majors must earn a grade of C or higher in MAT 110, MAT 110E, MAT 111, MAT 111E, MAT 112, MAT 116, MAT 147, or MAT 167.

GBA 211 Business Law I Credits: 3
Typically Offered: Fall, Spring.
Course Description: Introduction to the legal environment of business. Examines the constitutional and historical foundations of the American legal system; emphasizes contracts, personal property, bailments, and sales. **Prerequisite(s):** ENG 104.

GBA 220 Business Communications Credits: 3
Typically Offered: Departmental Discretion.
Course Description: Designed to meet the needs of business for better written and oral communications. Covers principles of research, organization, and presentation of written memoranda, letters, and reports. Oral presentations help develop necessary skills required in a business environment. **Prerequisite(s):** COM 104 and either ENG 108 or ENG 112.

GBA 283 Introduction to Research Methods in Business Credits: 1-2
Typically Offered: Departmental Discretion.
Course Description: Introduction to basic research in business. Individual and team projects involving methods for solving business-related research problems. May be repeated for credit. **Prerequisite(s):** School of Business approval.

GBA 310 Business Statistics II Credits: 3
Typically Offered: Fall, Spring.
Course Description: A brief review of Business Statistics I followed by theoretical analysis and business applications of the basic multiple regression model, advanced topics in regression analysis, analysis of variance, and selected topics in non-parametric statistics. **Prerequisite(s):** GBA 210 or MAT 111 or MAT 111E.

GBA 311 Business Law II Credits: 3
Typically Offered: Fall, Spring.
Course Description: A continuation of GBA 211 with emphasis on negotiable instruments and security devices under the Uniform Commercial Code; discusses partnerships, corporations, and other related areas. **Prerequisite(s):** GBA 211.

GBA 370 Global Viewpoint Credits: 3
Typically Offered: Spring (odd-numbered years).
Course Description: The study of national and international business topics as well as the history and performance of selected companies. This is done in preparation for travel to cities in the U.S. and abroad. Students attend seminars presented by company officials. Locations, companies and topics vary by trip. May be taken up to two times to different geographic locations. Students who enroll in GBA 370 must also enroll in GBA 371 for the following summer semester. Applied learning credit is only given to those who successfully complete both courses. **Prerequisite(s):** Business Foundation Core.

GBA 371 Business Study/Travel Experience Credits: 1
Typically Offered: Summer (odd-numbered years).
Course Description: A continuation of GBA 370. Travel to distant locations to attend seminars presented by company and/or governmental officials from the host location on topics of business issues and practices. May be taken for credit up to two times to different locations. Students who enroll in GBA 371 must have taken GBA 370 in the previous spring semester. Applied learning credit is only given to those who successfully complete both courses. **Prerequisite(s):** GBA 370 and School of Business approval.

GBA 375 Business Internship Credits: 1-6
Typically Offered: Fall, Spring, Summer.
Course Description: An academic program which offers business majors an opportunity to integrate theory with actual business practice. Students work full-time or part-time for a company in a position related to their major. Anticipated learning objectives are established in a contract agreed to by the student, the on-site supervisor, and the school internship coordinator. May be taken for up to 6 credit hours. This course is one of the options that satisfies the applied learning requirement. **Prerequisite(s):** Admission to the School of Business, an overall GPA of 2.8, and completion of ACC 202, ECO 260, ECO 261, GBA 201, GBA 210 or MAT 111 or MAT 111E, and GBA 211.

GBA 395 Career Development Seminar Credits: 1
Typically Offered: Fall, Spring.
Course Description: Course designed to assist business majors with preparation for beginning their professional careers. Selected topics include resume preparation, professional letters, networking strategies, interview strategies, company research for the job search and etiquette.

GBA 445 Business Practicum Credits: 3
Typically Offered: Fall, Spring.
Course Description: The application of business concepts and theories to the problems of regional businesses. Faculty supervision of student problem-solving teams. Repeatable once for credit. This course is one of the options that satisfies the applied learning requirement. **Prerequisite(s):** Admission to the School of Business.

GBA 447 Employment Law Credits: 3
Typically Offered: Fall.
Course Description: Examination of employment and labor laws including ADA, EEOA, Gender, Age, Race, National Origin, Worker's Compensation, Affirmative Action, Wage-Hour Law, and Privacy Legislation. **Prerequisite(s):** Admission to the School of Business.

GBA 480 Directed Student Research Credits: 1-5
Typically Offered: Fall, Spring, Summer.
Course Description: Research on selected topics or problems on a conference basis. This course is one of the options that satisfies the applied learning requirement. **Prerequisite(s):** Senior standing, admission to the School of Business, and School of Business approval.

GBA 481 Workplace Research Credits: 3
Typically Offered: Fall, Spring, Summer.
Course Description: Research conducted at the student's workplace under the joint direction of a faculty member and a supervisor/superior. This course is one of the options that satisfies the applied learning requirement. **Prerequisite(s):** Senior standing, admission to the School of Business, and School of Business approval.