

PSBA-PACS BUSINESS ADMINISTRATION

PSBA 2283 Understanding Management 3 Credit Hours

Examines organizational planning, the process of organizational decision making, the early research on leadership that focuses on personal traits, motivation in organizations, communicating in organizations, teamwork in organizations, the principles of organization and organizational control. (F, Sp, Su)

PSBA 3123 Applied Budget & Finance 3 Credit Hours

Prerequisite: Junior standing or departmental permission. This course serves as an introduction to fundamental financial principles utilized in business today. It is increasingly important for nonfinancial managers to be able to understand financial terms at a nontechnical level. This course provides students with an understanding of financial terminology and accounting methods so that they can effectively explain the financial implications of decisions made within the business. (F, Sp, Su)

PSBA 3143 Marketing and Brand Management 3 Credit Hours

Prerequisite: Junior standing or departmental permission. Focuses on marketing and marketing strategy planning, examining the "Four Ps" (Product, Place, Promotion, and Price). The course integrates topics such as international marketing, social media, and ethics throughout the units. The course will also cover brand management concepts, discussing how branding should result in increased sales, as well as how branding integrates into the other areas of marketing. (F, Sp, Su)

PSBA 3223 Finance for Non-Finance Managers 3 Credit Hours

Prerequisite: Junior standing or departmental permission. An introduction to financial information for leaders who are not directly responsible for accounting or finance functions in their organizations. (F, Sp, Su)

PSBA 4123 Quality Initiatives in Organizations 3 Credit Hours

Prerequisite: junior standing or permission from advisor. Total quality management enables leaders of for-profit, nonprofit, public sector, and multinational organizations to produce high-quality products and services that customers want. The TQM process adds value to customers' lives and positions the organization to respond quickly to changing consumer preferences. Lean, Six Sigma, Kaizen, and benchmarking methods help leaders systematically optimize and modernize their organizational practices to improve effectiveness. (F, Sp, Su)

PSBA 4133 Human Resources Administration 3 Credit Hours

Prerequisite: Junior standing or departmental permission. This course is designed to implement the administration of Human Resources within all types of organizations. The theoretical review covers the aspects related to the analysis of work and job design while discussing behavioral aspects that affect Human Resources performance. The practical approach will review recruitment, selection, training, career development, performance management, compensation, labor relations, rules, and regulations. (F, Sp, Su)

PSBA 4163 Non-Profit Management 3 Credit Hours

Prerequisite: junior standing or permission from CLS adviser. Provides an overview of nonprofit management, operations, and leadership as well as the problems and environment unique to the various nonprofit entities functioning in society. (F, Sp, Su)

PSBA 4173 Business Ethics and Legal Environment 3 Credit Hours

Prerequisite: Junior standing or departmental permission. This course will help students develop an understanding of the law and its application to the business environment. Emphasis will be on recognition of legal problems, critical thinking, and ethical analysis. Few can conduct business without having to consider and deal with legal, ethical, and social responsibility issues. This course prepares students for reasoned decision-making in the workplace. (F, Sp, Su)

PSBA G4623 Principles of Lean Thinking 3 Credit Hours

Prerequisite: Junior standing. Explores the interdependencies of Lean process improvement tools and the business culture elements required for companies to evolve from mediocrity to excellence. Students will be challenged to capture current state conditions of processes and suggest improvements based on the mentalities of Lean (Continuous Improvement + Respect for People). Lean Six Sigma Yellow Belt certification is included. (F, Sp)