

# COURSE DESCRIPTIONS

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

### **BBA PRJ1.1 My Project and Program Plan**

**2 CREDITS**

Student learners will develop a Gantt chart which will provide a timeline for completion of Project Sequence One and develop a planning map for completion of all of the project sequences. Competencies Evaluated: - Demonstrate effective written communications. - Illustrate professional planning techniques.

### **BBA PRJ1.2 My Ethical Perspective**

**2 CREDITS**

Student learners will understand the most important concepts and ideas regarding business ethics, to recognize both the need and the complexity of ethical reasoning, to learn how to deal with business ethical dilemmas, and finally, to provide intellectual tools for more profound self-reflection and critical assessment of personal moral conviction. Competencies Evaluated: - Explain values and beliefs, relative to diversity and decision making. - Explain values and beliefs, relative to ethics and decision making.

### **BBA PRJ1.3 My Organization**

**2 CREDITS**

Student learners will develop critical understanding of organizations, the markets they serve and process of adding value. This project will involve consideration of the internal workings and management of organizations and, in particular, the process of decision-making in a dynamic environment. Competencies Evaluated: - Interpret an organizational structure and environment and provide a written analysis using professional communication and planning techniques. - Choose appropriate analytical tools (quantitative and qualitative) to evaluate problems and recommend solutions.

### **BBA PRJ1.4 Balanced Scorecard Analysis**

**2 CREDITS**

Student learners will understand how a balanced scorecard developed for an organization can be used to link the vision and mission of the organization and key stakeholders, including: shareholders, customers, employees and strategic partners. Competencies Evaluated: - Analyze the effectiveness of leadership and management in the context of organizational mission, vision, values and goals. - Evaluate the organization's strategic process in the context of organizational mission, vision, values and goals.

### **BBA PRJ1.5 External Environment**

**2 CREDITS**

Student learners will develop the capacity to think strategically about a company: its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage. Competencies Evaluated: - Interpret an organization's competitive advantage. - Analyze the effectiveness of leadership and management in the context of organizational mission, vision, values and goals.

### **BBA PRJ1.F CEO for a Day**

**2 CREDITS**

Student learners will explore why good strategic management leads to good business performance, understanding the basic concepts and tools of strategic analysis. Competencies Evaluated: - Explain how a firm creates value for its stakeholders. - Evaluate the effectiveness of leadership and management in the context of organizational mission, vision, values and goals.

### **BBA PRJ2.1 Consumer Profile**

**2 CREDITS**

Student learners will develop consumer profiles for a company and assess the environmental factors in the market that can influence consumer behaviors. Competencies Evaluated: - Identify, evaluate, and quantify consumer needs and wants to access market opportunities and create value propositions. - Evaluate, compare, and contrast consumers and consumer behaviors in different market situations.

### **BBA PRJ2.2 Product and Price**

**2 CREDITS**

Student learners will examine a company's product mix and develop strategic pricing tactics. Competencies Evaluated: - Analyze a company's product mix and make strategic recommendations. - Identify pricing decisions and strategic choices.

### **BBA PRJ2.3 Market Research**

**2 CREDITS**

Student learners will conduct a small research project to assess consumer brand perceptions and understand implications of the results. Competencies Evaluated: - Interpret quantitative information to evaluate relevance,

implications, and magnitude. - Identify data that can be used to provide context and support for problem-solving and decision-making.

### **BBA PRJ2.4 Targeting and Segmentation**

**2 CREDITS**

Student learners will discuss how markets can be segmented and positioned to fulfill unmet consumer needs. Competencies Evaluated: - Identify and recommend appropriate market segments. - Select positioning statements appropriate for a particular segment or target.

### **BBA PRJ2.5 Tactical Execution**

**2 CREDITS**

Student learners will create a timeline for a new product launch and deliver a professional presentation and a press release for the new product. Competencies Evaluated: - Identify actions and processes that can be implemented to achieve goals. - Select measurable outcomes to determine if the firm has achieved its purpose.

### **BBA PRJ2.F Global Consciousness**

**2 CREDITS**

Student learners will examine how external forces can result in strategic opportunities or threats to the company when moving to international markets. Competencies Evaluated: - Interpret findings from a SLEPT analysis to determine overall relevance and impact to the firm's operations. - Identify the relevant global "sphere" for the firm, based on where up-and downstream members of the value chain are located, where final consumers are located, or where corporate assets are located.

### **BBA PRJ3.1 Organizational Performance**

**2 CREDITS**

Student learners will develop a balanced scorecard for an organization that provides a linkage between the vision and mission of the organization and the development of key metrics that determine a value proposition for key organization stakeholders, including: shareholders, customers, employees and strategic partners. Competencies Evaluated: - Identify performance measures that address organizational vision and mission. - Evaluate organizational performance using performance metrics, industry standards and/or organizational goals.

### **BBA PRJ3.2 Systems Analysis and Design**

**2 CREDITS**

Student learners will understand the key elements of information systems and apply decision-making to evaluate how the systems development life cycle can be used to develop solutions to organizational business problems and opportunities. Competencies Evaluated: - Differentiate among different components, applications and uses of information systems in an organization. - Apply decision making processes that address organizational problems or opportunities.

### **BBA PRJ3.3 Preparing a Feasibility Study**

**2 CREDITS**

Student learners will use appropriate analytical tools to evaluate an organizational opportunity and formulate an information or business systems solution by completing a feasibility analysis that leads to a recommendation. Competencies Evaluated: - Identify appropriate analytical tools (quantitative and qualitative) to evaluate problems and recommend solutions. - Evaluate an organizational opportunity and formulate an information or business systems solution.

### **BBA PRJ3.4 Company Financial Analysis**

**2 CREDITS**

Student learners will demonstrate understanding of critical financial concepts of literacy, reporting, analysis, performance and forecasting and apply these concepts as part of a financial evaluation of an organization. Competencies Evaluated: - Understand the income statement, balance sheet and cash flow statement of an organization. - Explain how a firm creates value for its stakeholders based on financial performance.

### **BBA PRJ3.5 Industry Financial Analysis**

**2 CREDITS**

Student learners will conduct a comparative analysis of competitors in a selected industry and evaluate financial performance for purposes of identifying an organization's competitive advantage and effectiveness of leadership and management in the context of organizational mission, vision, values and goals. Competencies Evaluated: - Interpret an organization's performance utilizing financial and comparative analysis. - Differentiate the effectiveness of leadership and management among competitors based on financial performance.

### **BBA PRJ3.F Financial Forecast and Plan**

**2 CREDITS**

Student learners will prepare a financial forecast and plan for an entrepreneurial endeavor or idea. Financial planning is a continuous process

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of directing and allocating financial resources to meet strategic goals and objectives. The project deliverable is to develop budgeted financial statements and cash flow forecasts based on key assumptions and risks.

### **BBA PRJ4.1      The Mission Statement                  2 CREDITS**

Student learners will evaluate the mission, vision, values and goals of a company of their choice and determine the degree of influence the mission statement has on organizational strategy and performance. Competencies Evaluated: - Demonstrate by example how organization strategy supports the mission, vision, values and goals of the organization. - Evaluate an organization's strategic performance in the context of organizational mission, vision, values and goals.

### **BBA PRJ4.2      Industry Analysis                  2 CREDITS**

Student learners analyze an industry utilizing two tools: SLEPT analysis and Porter's six forces analysis as part of a competitive analysis. Competitor performance relative to each other will be evaluated and compared. Competencies Evaluated: - Interpret appropriate analytical tools (quantitative and qualitative) to evaluate problems and recommend solutions. - Differentiate strategic and global positioning among firms within a particular industry.

### **BBA PRJ4.3      Internal Company Analysis                  2 CREDITS**

Student learners must analyze the internal functions of a company. Strengths and weaknesses are identified as well as distinctive competencies in the areas of quality, efficiency, customer responsiveness, and innovation. Competencies Evaluated: - Interpret the internal environment of the firm utilizing a SWOT analysis. - Apply appropriate analytical tools (quantitative and qualitative) to evaluate problems and recommend solutions.

### **BBA PRJ4.4      External Analysis                  2 CREDITS**

Student learners must draw on their analyses of an industry and a company to identify possible opportunities and threats to the company and develop recommendations for strategic improvement. Competencies Evaluated: - Interpret the external environment of a firm and/or industry and identify threats and/or opportunities for strategic improvement. - Select strategies for an organization that address opportunities that support the vision and mission.

### **BBA PRJ4.5      Executive Leadership and Teams                  2 CREDITS**

Student learners must evaluate a selected executive's leadership style, communication and effectiveness as applied to organizational structure and culture. Managing effective teams within an organizational context will be addressed. Competencies Evaluated: - Identify measures of leadership and performance that contribute to organizational goals and outcomes. - Evaluate skills and processes for managing teams.

### **BBA PRJ4.F      Business Strategy and Sustainability                  2 CREDITS**

Student learners will identify and compare companies with two different business level strategies: low cost producer and differentiation. In addition, one company CEO will be analyzed for their effectiveness at leading change in their organization. Competencies Evaluated: - Compare and contrast the strategic plan of different organizations based on business strategy. - Evaluate how change and innovation is implemented within an organization.

### **BBA PRJ5.1      Industry & Company Analysis                  2 CREDITS**

Student learners will develop a concise proposal for a new business (or a substantial expansion of a current enterprise). The proposal will include a project timeline and will outline: key sources of competitive advantage, unique qualifications, and company mission, vision, values and goals. Industry analysis includes market size and potential, relevant trends, and profiles of related industries. Competencies Evaluated: - Select appropriate data to support internal and/or external analysis. - Interpret how macroeconomic conditions and policies impact a firm's strategic position.

### **BBA PRJ5.2      Marketing Analysis and Plan                  2 CREDITS**

Student learners will analyze, define and profile the target customer at different levels (ideal customer and total addressable market). Learners will also create marketing strategies and outline step-by-step implementation plans for attracting and retaining these customers. Competencies Evaluated: - Demonstrate how a firm creates value for stakeholders by providing examples or illustrations. - Develop a marketing strategy for a new or existing firm.

### **BBA PRJ5.3      Competitor Analysis & Strategy                  2 CREDITS**

Student learners will analyze, define and profile the competitive landscape (direct competition). Learners create strategies and outline step-by-step

implementation plans for responding to these competitive pressures. Students analyze stated mission, vision, values and goals in relation to the competitive landscape. Competencies Evaluated: - Design an organization structure in the context of mission, vision, values and goals. - Develop recommendations to address issues that impact organizational strategy and performance.

### **BBA PRJ5.4      Company Operations Plan                  2 CREDITS**

Student learners will demonstrate understanding of key processes and operational inputs and outputs, business milestones and operational priorities. Learners outline specific steps to achieve operational efficiency. Competencies Evaluated: - Select appropriate analytical tools (quantitative and qualitative) to evaluate problems and recommend solutions. - Develop recommendations to improve organizational performance by understanding, prioritizing and selecting performance metrics, industry standards and contributing to organizational goals.

### **BBA PRJ5.5      Financial Plan                  2 CREDITS**

Student learners will apply critical financial concepts of literacy, reporting, analysis and forecasting and apply these concepts in planning the financial operations of an organization. Underlying assumptions and financial data in support of a sales forecast, cash budget and pro forma financial statements will be developed. Competencies Evaluated: - Create the income statement, balance sheet and cash flow or cash budget for an entity. - Demonstrate responsible financial decision-making in the best interests of self, organization, community and society. (WCore: SC)

### **BBA PRJ5.F      Final Bus Plan Presentation                  2 CREDITS**

Student learners will create professionally organized final business plan customized for potential investors or decision-makers; learners will present key aspects of the business plan to stakeholders in order to incorporate feedback into a final deliverable. Competencies Evaluated: - Develop a professional, written business plan that addresses all required elements of a comprehensive business plan. - Demonstrate effective oral communication techniques, in either synchronous or asynchronous mode, a final business plan presentation to stakeholders. (WCore: SC)

### **BBA 401      Directed Study                  1 to 4 CREDITS**