

# GENERAL BUSINESS ADMINISTRATION (GBA)

## General Business Administration (GBA) Courses

### **GBA 2013. Legal, Social and Ethical Issues in Business. (3-0) 3 Credit Hours.**

A study of the legal, social, and ethical responsibilities of business organizations and of the people who work in those organizations. Generally offered: Fall, Spring, Summer. Course Fees: BISP \$10; BTSI \$15; DL01 \$75; LRB1 \$15.

### **GBA 3013. Introduction to Academic Research. (3-0) 3 Credit Hours.**

Prerequisites: Consent of the instructor. This course will introduce students to the nature and scope of research conducted in a variety of business disciplines. Students will participate in a broad review of business research literature. This course will also explore the nature of doctoral programs and careers in academe. Finally, this course will describe methods and approaches that students can take to prepare for admission into graduate programs of interest. Differential Tuition: \$126.

### **GBA 4023. Conducting Cutting Edge and Innovative Research and Discovery. (3-0) 3 Credit Hours.**

Prerequisites: GBA 3013, MS 3043, and consent of instructor. This course is the first in a two-part sequence providing students with practical knowledge, skills, and hands-on experience needed to conduct pragmatic and professional research in an application area of interest. Students will meet with their peers, if any, and the instructor, for the purpose of facilitating the research work. During this course, students will engage in the following steps of the research and knowledge discovery process: problem definition, question formulation, hypothesis development, methodological selection, preliminary analytics, analytical design, data acquisition, data preparation and pre-processing, visualization, and data analysis. Differential Tuition: \$126.

### **GBA 4033. Communication and Visualization of Impactful Research. (3-0) 3 Credit Hours.**

Prerequisite: GBA 4023 and consent of instructor. This course is the second in a two-part sequence aiming to give students hands-on research experience in a pragmatic and professional manner. Students will continue and finish their major data analytics project, focusing on post hoc or auxiliary analysis and presentation of results portion of the process. The next steps will be detailed data analysis and feedback, conclusion drawing, report preparation and refinement, presentation preparation and final presentation. The course will culminate in a formal, completed report to the supporting organization, as well as to peers and professionals in the field. Students and mentoring faculty may consider submission to professional conference and/or additional publication or presentation venues to further enhance the research experience. Differential Tuition: \$126.

### **GBA 4873. Global Business Immersion I. (3-0) 3 Credit Hours.**

Prerequisite: Completion of 9 semester credit hours of College of Business (COB) courses and official admission into the COB Business Immersion Program. This course provides students with first-hand experience into how business is conducted in the locations visited. The pre-departure activities provide students with an introduction to the local business climate and culture. The in-country activities include visits to local companies and workshops hosted by local professors. The post-immersion components engage students in reflection opportunities and applied project experiences. This course relies heavily on experiential components; as a result, attendance to all official course events is required. Differential Tuition: \$126.

### **GBA 4883. Global Business Immersion II. (3-0) 3 Credit Hours.**

Prerequisite: Completion of 9 semester credit hours of College of Business (COB) courses and official admission into the COB Business Immersion Program. This course provides students with first-hand experience into how business is conducted in the locations visited. The pre-departure activities provide students with an introduction to the local business climate and culture. The in-country activities include visits to local companies and workshops hosted by local professors. The post-immersion components engage students in reflection opportunities and applied project experiences. This course relies heavily on experiential components; as a result, attendance to all official course events is required. Differential Tuition: \$126.

### **GBA 4933. Business Global Internship. (0-0) 3 Credit Hours.**

Prerequisite: Completion of 12 semester credit hours of College of Business (COB) courses and official admission into the COB international internship program. An international internship offers students the opportunity to work and learn in a non-US environment. This global internship experience helps students apply their classroom teachings to a work environment. Students participating in this program will gain first-hand knowledge of the behaviors, customs, and norms of another culture and business practices. A proposal form must be completed and approved prior to registration. Differential Tuition: \$126.

### **GBA 4953. Special Studies in General Business Administration. (3-0) 3 Credit Hours.**

Prerequisites: Consent of instructor, Department Chair, and Dean of the College. An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies may be repeated for credit when the topics vary, but not more than 6 semester credit hours, regardless of discipline, will apply to a bachelor's degree. Generally offered: Spring, Summer. Differential Tuition: \$126.

### **GBA 4993. Honors Thesis. (0-0) 3 Credit Hours.**

Prerequisite: Enrollment limited to students in the Business Honors Program. Supervised research and preparation of an honors thesis in any business discipline including accounting, economics, finance, information systems, management, marketing, management science, and data sciences among others. May be repeated once for credit with advisor's approval. Generally offered: Fall, Spring. Differential Tuition: \$126.