

BAS APPLIED MANAGEMENT (BASAM)

Foundations of Management
 BASAM 301 5 Credits/Units
 5 hours of lecture
 Admission into the program required for enrollment. Serves as the core and foundation for the Bachelor of Applied Science in Applied Management Program. It merges both theories and management practices to serve as a practical tool for managers. Stresses good management practices and higher-level decision making, by ensuring that current changes in industry and technology are applied to problem-solving and innovative sources for the growth and survival of an organization. [GE]

Social Media In Business
 BASAM 305 5 Credits/Units
 5 hours of lecture
 Admission into the program required for enrollment. With the growth of Internet and the popularity of social media among consumers, companies now communicate with consumers in what is becoming the new wave. Covers the knowledge and theories of these growing areas by illustrating topics such as E-commerce, E-marketing strategy, social media marketing strategy, social consumers in digital communities, and measuring the impact of social media marketing. Primary focus is to understand how marketing activities can be implemented, via Internet and social media, to reach target customers and strategic objectives. [GE]

Business Research Applications
 BASAM 320 5 Credits/Units
 5 hours of lecture
 Admission into the program required for enrollment. Introduces to quantitative and qualitative research methods. Topics include customized research methodology to fit specific types and sizes of businesses and organizations, application of the research results for informed and relevant management decisions, and an examination of ethical research standards. Case methods will be applied to practical situations. [GE]

Business Principles
 BASAM 325 5 Credits/Units
 5 hours of lecture
 Admission into the program required for enrollment. Provides a study of various facets of business from economic systems to forms of business ownership to considerations for running a business. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business ethics, social responsibility, and decision making. [GE]

Accounting Principles for Managers
 BASAM 330 5 Credits/Units
 5 hours of lecture
 Admission into the program required for enrollment. This is a BASAM foundation course in accounting theory and principles, applications, and language, with emphasis from a manager's perspective for the requirement to measure and control. Students will analyze balance sheets, income statements, cash flow statements, cost behavior, financial statement interrelationships, financial analysis, product costing, and budgetary control systems. Topics include information reporting for planning, coordinating, and monitoring the performance of an organization. [GE]

Legal Issues In Management
 BASAM 335 5 Credits/Units
 5 hours of lecture
 Admission into the program required for enrollment. Provides a basic understanding of several specific legal areas in business and management. Guides the student through the structure of the U.S. legal system and reviews management-specific areas. Helps to identify potential legal problems, create policies and practices that avoid problems and become efficient and effective consumers of legal services. Gives specific understanding and appreciation of the legal system, particularly as it relates to the conduct of business management. [GE]

Marketing for Managers
 BASAM 340 5 Credits/Units
 5 hours of lecture
 Admission into the program required for enrollment. Develops the marketing knowledge and skills necessary for a successful manager of a profit business firm or a non-profit organization. Helps students identify and satisfy customers' needs and wants. Focuses on key aspects of marketing for firms both large and small, such as marketing research; target market planning and segmentation; product planning, pricing, promoting, and placement (general distribution); international marketing; and the development of general marketing goals, strategies, and their implementation, with a view toward quality societal standards. Students will develop a comprehensive marketing plan. [GE]

Human Resource Management
 BASAM 400 5 Credits/Units
 5 hours of lecture
 Admission into the program required for enrollment. Designed to develop an understanding of the functions and skills needed by supervisors and managers concerning the human resource environment; acquiring, training, and developing human resources; assessing and improving performance; compensation; and other human resource functions. Recognize and apply functions to ensure success in managerial and leadership situations. [GE]

Principles of Project Management
 BASAM 410 5 Credits/Units
 5 hours of lecture
 Admission into the program required for enrollment. Studies the concepts, issues, and approaches important in effectively managing projects, as standardized by the Project Management Body of Knowledge (PMBOK). Includes project selection, project planning and documentation, negotiation, budgeting, scheduling, resource allocation, project control, project auditing, and project closure. Topics are reviewed from a managerial perspective. [GE]

Financial Management
 BASAM 415 5 Credits/Units
 5 hours of lecture
 Admission into the program required for enrollment. Shows managers how to interface with accounting and finance departments, facilitating their understanding of how firms meet their financial objectives, utilizing financial decision making. Describes financial tools and techniques which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management. Topics also include multinational financial management, risk management, mergers, and acquisitions. [GE]

Operations and Logistics
BASAM 425 5 Credits/Units
5 hours of lecture

Admission into the program required for enrollment. Studies the physical movement and storage of goods, such as raw materials, semi-finished and finished goods, and all the associated managerial activities that are important for effective control. Close attention is paid to managerial concepts and responsibilities such as transportation, inventory, warehousing, packaging, materials handling, network design, and customer service. Covers the importance of interrelationships between logistics and production, marketing, financial management, and quality control. [GE]

Capstone: Strategic Management & Policy
BASAM 440 5 Credits/Units
5 hours of lecture

Admission into the program required for enrollment. Focuses on the key aspects that must be addressed for sustained organizational success, effective problem solving, and the capture of opportunities from the perspective of the general manager or the entrepreneur. Topics include strategic issues facing organizations such as the global economy, regulatory changes, competitive pressures, challenges from non-traditional competitors, and the identification and realization of new products; financial analysis, decision-making, communications, and the leadership required to affect and sustain positive organizational change. Complex case studies of both commercial and non-profit entities will be used to immerse the students in the integrated complexities that general managers face. [GE]

Applied Management Internship
BASAM 450 5 Credits/Units
2 hours of lecture / 9 hours of clinical

Admission into the program required for enrollment. Designed to provide students with major-related, supervised, and evaluated practical training work experiences which may be paid or voluntary. Students will be graded on the basis of the quality of documented learning acquired through hands-on, new experiences in an actual work setting. The course-related outcomes will be designed and agreed to by the student, the organization providing the internship, the faculty member teaching this course, and the BASAM program lead-faculty member. (Four credits application/one credit seminar). [GE]