



BUSINESS (BAD)

BAD 225 Professional Communication for (3 Credits)

This course introduces written and oral communication strategies to prepare students to be successful business professionals.

The curriculum covers practical applications of business writing, encompassing emails, memos, letters, and proposals. Students will master the art of delivering impactful business presentations, leveraging suitable technology. The course will examine universally recognized practices relevant to diverse business sectors.

BAD 240 Sales (3 Credits)

This course prepares students with current sales knowledge and skills to succeed in today's competitive markets. Students will review the steps in the sales presentation process with an emphasis on "trust-based" selling.

BAD 251 Personal Finance (3 Credits)

This course is an introduction to the fundamentals of personal finance including banking, loans, credit, home ownership, budgeting, tax liability, auto financing, insurance, investments, retirement, and estate planning. An overview of the tribal, state, and federal laws that are applicable to these finance topics will be explored.

BAD 301 Principles of Marketing (3 Credits)

This course introduces fundamental marketing principles in business and serves as a foundation for advanced courses in Marketing as well as other business/social disciplines. Topics include the marketing mix, corporate social responsibility, market segmentation, target marketing, marketing research, and social media marketing.

BAD 302 Principles of Management (3 Credits)

This course provides fundamental management principles and prepares students for future leadership roles and positions in management. Students will be introduced to critical management skills involved in an organization's planning, organizing, controlling, leading, and decision-making. Topics include the changing workplace, business ethics and social responsibility, cross-cultural awareness, self-awareness, planning and decision-making, motivation, and leading/working in teams.

BAD 325 Consumer Behavior (3 Credits)

This course provides an in-depth exploration of how consumers make decisions and how behavior can be influenced by psychological, social, and cultural factors. Topics include consumer behavior fundamentals, the consumer decision-making process, and influence factors that motivate consumer behavior.

Prerequisite: BAD 301 Principles of Marketing

BAD 382 Human Resource Management (3 Credits)

This course provides students with the principles and practices of managing human resources in organizations. Students will learn the roles of human resource management and how it contributes to business success. Topics include recruitment and selection, compensation and benefits, training and development, performance management, employee relations, and legal issues.

Prerequisite: BAD 302 Principles of Management

BAD 406 Business Ethics (3 Credits)

This course addresses business decisions in the context of evaluating moral principles and values. Students engage in analysis of ethical issues, dilemmas, and conflicts that transpire in business.

BAD 410 Business & Tribal Law II (3 Credits)

This course develops comprehensive knowledge how various forms of laws can be utilized to guide informed decision-making in tribal-federal business enterprise. Students learn applicable business laws for a given situation that shape political and social aspects of law. The course examines rights and liabilities of agent, principle, and third parties, partnerships, corporations, stockholders, negotiable instruments and securities. (Fall, Spring)

BAD 436 Organizational Leadership (3 Credits)

This course provides a framework that analyzes managerial leadership styles at various levels within an organization. The course examines contemporary perspectives involving leadership ethics, strategic plan leadership, leading organizational change, networking, and crisis leadership.

BAD 437 Workplace Diversity (3 Credits)

This course develops sensitivity, awareness, knowledge and management skills related to similarities and differences among various multicultural and socio-economic factors in the workplace environment.

BAD 450 Technology and Business (3 Credits)

This course focuses on the processes of technological innovation and its benefits, costs, and risks for organizations. Students will learn how information technology can be used to achieve competitive advantage, and to improve decision-making, business processes, operations, and organizational design. Enable students to evaluate the organizational fit and suitability of business applications and interpret the interaction between information technology, customers, processes, data, infrastructure, participants, and environment in an organization. Understand the ethical challenges of information technology and explain the evolving role of management information systems in the organization.

Prerequisite(s): CSC 101, BAD 318 (Summer, Fall, Spring)

BAD 495 Internship (3 Credits)

The purpose of the Internship course is to integrate knowledge and skills learned from the Business Administration coursework into an actual business environment.

BAD 497 Business Intership (3 Credits)

0

BAD 499 Special Topics (3 Credits)

This course provides for the study of trending topics in business related to technology, management, entrepreneurship, and sustaining viable businesses.