

# **1 Foundation Courses Catalog Descriptions**

## **1.1 BUS 490 Principles of Management**

This course prepares students with a comprehensive introduction to effective management principles, terminology, and conduct. It not only provides students with an introduction to contemporary management concepts and skills, it also guides students on how to put these concepts and skills into practice.

Through the course, students are expected to improve effective team work skills, research skills, and decision-making skills using experiential learning modules to study the problems and issues encountered by organizations.

In addition, students will be equipped with management theories and an understanding of managerial ethics for their future career.

The course also provides a foundation for students who plan to continue to explore the management in other courses.

The course uses theoretical applications. No prerequisite

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## **1.2 BUS 491 Principles of Marketing**

This course focuses on marketing decisions and the implementation of marketing programs for the achievement of strategic objectives. It prepares students with a comprehensive introduction to the environment of marketing; relation of social sciences to marketing; evaluation of marketing theory and research; assessment of demand and consumer behavior analysis; market institutions; method and mechanics of distribution in domestic, foreign and overseas markets; sales organization; advertising; new product development, publicity and promotion; and marketing program development.

The course examines how marketing strategies can contribute to the creation of sustainable competitive advantages; and how the environment can affect marketing strategies.

The course also provides a foundation for students to continue to explore international marketing in other courses.

The course uses theoretical applications. No prerequisite.

## **1.3 BUS 492 Principles of Accounting**

This course covers fundamental accounting terms, concepts and procedures. These concepts and procedures will document a variety of business activities according to appropriate accounting practices.

The course emphasizes and presents for students an introduction to financial accounting, accounting terminology, understanding financial statements and analysis of a business entity using financial statements. It includes also time value of money and a critical review of the conventional accounting system.

The course also provides a foundation for students who plan to continue to explore both accounting and business courses.

The course uses theoretical applications. No prerequisite.

#### **1.4 BUS 493 Principles of Finance**

This course introduces the concepts necessary for financial decision-making, primarily in a corporate setting. However, most of the concepts can be applied as well to personal financial decisions. The course covers the role and function of financial managers, financial analysis, compound interest valuation and capital budgeting, management of current assets, as well as an introduction to financial instruments and institutions.

The course also provides a foundation for students who plan to continue to explore both financial accounting and management in other courses.

The course uses theoretical applications. No prerequisite.

#### **1.5 BUS 494 Introduction to Economics-Micro/Macro**

This course covers the basic ideas and theories of economic thought. In addition, it covers theories and concepts associated both with microeconomics and macroeconomics.

Microeconomics explores the way in which individual economic agents – workers, consumers, households and firms – make decisions. Macroeconomics encompasses the aggregate economy and is concerned with issues such as the total output, interest rates, inflation and unemployment.

The course combines economic theory with practical, everyday applications. The goal of this course is to give students a sufficient understanding of economic issues and problems so that they can understand the impact of government policy, economic phenomena, and the choices people make in relation to financial and management of resources.

The course also provides a foundation for students who plan to continue to explore international economics in other courses.

The course uses theoretical applications. No prerequisite.

## **1.6 BUS 495 Introduction to Statistics**

This course provides students with an understanding of and ability to apply (1) exploratory data analysis, (2) basic inferential procedures, (3) regression analysis, (4) statistical process control, and (5) experimental design. The methods covered have been selected for their relevance to managerial decision making and problem-solving.

The course provides a foundation for students who plan to continue to explore managerial statistics in other courses.

The course uses theoretical applications. No prerequisite.