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Business Administration Course Descriptions

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Business Core Classes

- OM303 GROUP AND ORGANIZATIONAL BEHAVIOR
- OM223 INTRODUCTION TO COMPUTER APPLICATIONS
- OM213 MANAGEMENT CONCEPTS
- OM343 MANAGERIAL ECONOMICS
- OM323 STATISTICS FOR MANAGERS
- OM413 MANAGERIAL ACCOUNTING
- OM421 MANAGERIAL FINANCE
- OM353 ETHICS IN BUSINESS

Curriculum Core Classes

- COLLEGE WRITING
- LITERATURE
- SPEECH COMMUNICATION
- FINE ARTS
- BIBLE, ETHICS, PHILOSOPHY, RELIGION, THEOLOGY (2)
- HISTORY (2)
- SOCIAL SCIENCE
- NATURAL SCIENCE (2)
- PHYSICAL WELLNESS



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Bachelor of Science in Business Administration



OM438 STRATEGIC PLANNING - Students are introduced to various management planning models and techniques and apply these to business cases. The concepts of strategic planning and strategic management are stressed. Students are focused on the concept of thinking through the desired result before an activity or related series of activities is started. The student is asked to think about planning in whole organizations as well as in units of organizations. Planning starts from a mission. Every organization has a mission, even if it is not written down or no one in the organization can clearly articulate it.

OM233 COMPUTER INFORMATION SYSTEMS - This course examines the role of information processing in an organization, including information processing applications, computer hardware and software, internal data representation, stored program concepts, systems and programming design, flowcharting and data communications. Students review the history of computers, the social impact of computers, and computer security.

OM351 BUSINESS LAW - This course is designed to highlight certain areas of the law and ethics that most likely affect or influence work-related responsibilities. Students begin with some training in the way lawyers are trained to read and understand the law so that you can better relate to our common law tradition. Next, the constitutional underpinnings of the law of commerce are covered as well as the structure of our court systems. Each week focuses on some aspect of the legal and regulatory environment confronting business relationships and organizations, such as tort, contract, employment and business formation law.

OM403 MARKETING IN A GLOBAL ECONOMY - Through assigned readings, lectures, and class discussions, students will be exposed to basic marketing theory and terminology and be given the opportunity to apply this newly acquired knowledge to real-world cases exploring domestic and international marketing opportunities and problems. This exploration is designed to provide students with the skills necessary to identify and evaluate critical marketing data and, based on that data, develop workable and successful programs to solve problems and capitalize on opportunities.

BA400 GLOBAL BUSINESS MANAGEMENT - This course is an in-depth study of the cultural, economic, political, sociological, and technological differences that exist between various global regions and countries of the world which have an influence on the growth and success of the multinational company. It covers the planning, the organizing, the staffing, and the managerial control process of the multinational corporation.

OM313 COMMUNICATION IN ORGANIZATIONS - This course investigates the role of communication in creating a productive organizational environment. It aids students in developing or strengthening their communication skills by focusing on interpersonal, group, and presentation skills.

OM433 OPERATIONS MANAGEMENT - This course analyzes the performance of managerial activities required in selecting, designing, operating, and controlling productive manufacturing and service systems. Special emphasis is given to the discussion of managerial tools needed to assess system efficiency and effectiveness.

OM443 BUSINESS RESEARCH - This is a major research effort with the purposes of enhancing knowledge in an area related to one's work or community, improving writing skills, improving public presentation skills, and providing research skills that will assist in effective decision making. Students will identify their research topic that reflects a business situation with current and future implications.

**Huntington University
EXCEL Program for Adults**

2303 College Avenue
Huntington, Indiana
And
220 Frontage Road
Columbia City, Indiana