

GENERAL BUSINESS ADMINISTRATION (GBA)

General Business Administration (GBA) Courses

GBA 6013. Graduate Academic Research and Programming. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. The course introduces academic research in business, economics and related areas through a series of readings and exercises delivered in seminar format. The first part of the course introduces the scientific method, defines and distinguishes elements, such as theories, propositions, and hypotheses, and equips students with concepts and tools to identify original research questions. The second part of the course is empirical in nature and equips students with basic skills in sample selection/construction methods, multi-source data processing, merging and cleaning, and statistical analyses to answer research questions. More generally, the course explores the nature of doctoral and graduate programs and careers in business academia. This course has Differential Tuition.

GBA 6023. Research Conceptualization, Development, and Practice. (3-0) 3 Credit Hours.

Prerequisite: GBA 6013 (MS 3043, or MS 5003, or MBA 5413 or equivalent), and consent of instructor. This is the first in a two-part sequence of courses focusing on the practice and execution of academic research in business, economics, and related areas, including identifying and articulating original research questions, developing hypotheses (using theory or existing academic research), generating samples and datasets, and utilizing statistical tools to test research questions. This course emphasizes the writing and documentation of code, writing and presentation of research findings. This course has Differential Tuition.

GBA 6033. Research Implementation, Reporting and Engagement. (3-0) 3 Credit Hours.

Prerequisite: GBA 6023 and consent of instructor. This is the second course in a two-part sequence of courses focusing on the practice and execution of academic research in business and economics, and related areas. This course continues to emphasize the empirical aspects of academic research and progresses to developing a manuscript (based on the student's research area and interest) containing all of its basic elements (i.e., introduction, background, hypotheses development, research design, results, conclusion, and references). The course further emphasizes the importance of writing and presentation of ideas and research findings for publication in academic journals. Topics related to the selection of research outlets are incorporated. This course has Differential Tuition.

GBA 6302. Professional Development and Communication. (2-0) 2 Credit Hours.

Prerequisite: Consent of instructor. This course is designed to enhance the student's ability in and experience with building networking skills, verbal and written communication skills, business etiquette, and learning how to increase their professional human capital. Students will learn how to build a personal career portfolio (an approved resume, a LinkedIn profile, etc.), how to market themselves, how to prepare for internship and job placement interviews, how to utilize professional networking, and how to work effectively and professionally in collaborative settings. The goal is to make students more marketable and valuable professionals to the global economy. Written assignments and attendance at course-related seminars are required. This course has Differential Tuition.

GBA 6883. Global Business Immersion. (0-0) 3 Credit Hours.

Prerequisite: 6 College of Business semester credit hours and official admission into the Business Immersion Program. An advanced field-trip course designed to provide intensive exposure to the business practices of the locations visited. The pre-departure activities enhance prior knowledge of 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. Attendance to all official course events is required. This course may be repeated for credit. This course has Differential Tuition.

GBA 6933. Business Foundations and Analytics. (3-0) 3 Credit Hours.

This course is designed to provide students with a conceptual foundation for business analysis and decision-making. Topics will include an overview of business organizations, industry structure, the time value of money, and an introduction to managerial decision analysis using quantitative and statistical tools. This course has Differential Tuition.

GBA 6941. Graduate Internship. (0-0) 1 Credit Hour.

Prerequisite: Graduate standing, 15 semester credit hours of graduate work, and consent of instructor. Internship must be approved in advance by the Internship Coordinator and the student's Graduate Advisor of Record. Supervised full- or part-time, off-campus work experience and training in business operations and/or management. Individual conferences and written reports required. This course has Differential Tuition.

GBA 6972. Special Topics in General Business Administration. (2-0) 2 Credit Hours.

Prerequisite: Consent of instructor. An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Topics courses may be repeated for credit when topics vary, but no more than 6 hours, regardless of discipline, will apply to the degree. This course has Differential Tuition.

GBA 6973. Special Topics in General Business Administration. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Topics courses may be repeated for credit when topics vary, but no more than 6 hours, regardless of discipline, will apply to the degree. This course has Differential Tuition.

GBA 7013. Research Methods I. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. An introduction to the research process. The course examines the scientific method, issues in the philosophy of science, ethical issues in research, and an introduction to basic experimental and quasi-experimental design principles and threats to validity. The course also examines the elements of scientific paper writing. This course has Differential Tuition.

GBA 7023. Research Methods II. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. A survey of contemporary research design and data collection methods, including archival data, surveys, interviews, and qualitative research methods. This course has Differential Tuition.

GBA 7103. Doctoral Teaching Seminar. (3-0) 3 Credit Hours.

A critical examination of teaching philosophies and pedagogical styles. Topics include course construction, content selection, and student learning. This course has Differential Tuition.