Course Descriptions
SBA 451. International Accounting Standards Board to interpret accounting problems. Prerequisites: SBAD 332 and senior standing. Only offered in the summer.

SBA 452. International Marketing (3) Selection of markets and the development of marketing strategy in a dynamic global marketplace. The influences of different demographic, political, legal, cultural, competitive economic, technological, and natural environments are highlighted in order to conduct business across political borders. Prerequisites: SBAD 350.

SBA 455. Topics in Marketing (3) Study in selected current topics in marketing. May be repeated with permission of advisor. Prerequisites: SBAD 350.

SBA 456. Business Marketing (3) Industrial, governmental, and non-for-profit sector markets as distinguished from personal household consumption. The methods used by marketers to create marketing strategies throughout an integrated supply chain in a dynamic global marketplace. Prerequisites: SBAD 350.

SBA 457. Marketing Research (3) Research methods and procedures used in the marketing process. Particular emphasis is given to the sources of market data, sampling, preparation of questionnaires, collection and interpretation of data and the relation between market research to the policies and functions of the business enterprise. Emphasis is placed upon differences in life-style, beliefs and attitudes, and their influences upon the marketing decisions of the firm. Prerequisites: SBAD 350 and SECO 291 or equivalent.

SBA 458. Marketing Management (3) Strategic marketing decision-making in integrated organizations competing in the dynamic global marketplace. Focus areas include: the policy areas of an organization, marketing research, marketing strategy, buyer behavior, forecasting, cost and profit analysis, and total quality management. Prerequisite: SBAD 350, 351 and one of the following: SBAD 352, SBAD 452, SBAD 455, SBAD 456, SBAD 457 or SBAD 459.

SBA 459. Personal Selling and Sales Management (3) Development of personal selling skills and management of sales function. Focus areas include: preparation, prospecting, interviewing, trial closes, handling objections, closing after-sales support, recruitment, selection, motivation, training, and development, compensation, supervision, and other managerial topics. Prerequisites: SBAD 350.

SBA 461. International Business Finance (3) Financial management of a multinational business enterprise. Topics include subsidiary working capital management, financial analysis of overseas ventures, sources of international capital, funds remittance policies, trade finance, exchange risk management policies, and techniques of financial control. Prerequisite: SBAD 363.

SBA 471. New Business Enterprise (3) Combining business concepts for creation of new enterprises; experiential focus of developing description of product and/or services, marketing and operational plans, and structuring management and organization of the entity. Competencies include compilation of pro-forma financial statements, startup expenses, capitalization, balance sheet and capital structure, and projections of revenues, expenses, and cash flows. Culminates in the presentation of a comprehensive business plan. Prerequisite: 54 credit hours earned and SBAD 350, 363, 371.

SBA 475. Advanced Operations Management (3) Theory and application of contemporary methods of managing production and service operations. Topics may include linear programming, forecasting, material requirements planning, aggregate planning, an introduction to lean systems, supply chain management, product and process innovation, and competitive strategies in a global market. Prerequisite: SBAD 372 and SECO 292 or equivalent.

SBA 476. Process Improvement (3) Best practices for identifying, controlling, and improving the processes with which manufacturing and service organizations produce value. Topics may include problem solving, statistical process control, process capability, process improvement, and Six Sigma methodology. Prerequisites: SECO 292 or equivalent and SBAD 372.

SBA 478. Senior Seminar: Business Strategy (3) Understanding how the success of organizations relates to their "strategic level" decisions with an emphasis on risk management. Students experience hands-on application with case studies of actual businesses through team and individual exercises and individual presentations. Prerequisites: Senior standing and a grade of C or better in all ICBE upper-division business core courses.

SBA 499. Business Internship (1-6) Supervised work experience in the business environment resulting in a meaningful product for the employing firm and a scholarly project for the student. A minimum of 42 hours of scheduled work per one hour of academic credit, periodic class meetings, and individual consultation with the instructor is required. A contractual agreement signed by the employer, the student, the instructor, and the dean is mandatory. Prerequisite: 54 credit hours earned—A student must have earned a minimum of 36 credit hours in business and economics courses and have an overall GPA of 2.5 or higher or a 2.5 GPA on twelve or more hours for the previous semester. Pass/fail credit.