

LIBERTY UNIVERSITY

ONLINE ACADEMY

Business Administration Certificate - Course Descriptions

BUSI 240 (CSB 3240) – Organizational Behavior

This introductory course in organizational behavior integrates the management and behavioral principles, techniques, and concepts associated with the productivity of organizational resources. It focuses on human behavior in organizations and is primarily concerned with improving organizational efficiency and effectiveness through increased understanding of the behavior of people at work.

College Credits: 3

LUOA High School Equivalency: Fine Art/Career/Technology Elective

Sub-term: B/C/D

BUSI 301 (CSB 3301) – Business Law

Designed to increase the understanding of the American legal system and those legal principles which apply to the business environment. Business organizations, torts, contracts, employment relationships and issues, intellectual property, and international law are among the topics discussed.

College Credits: 3

LUOA High School Equivalency: Fine Art/Career/Technology Elective

Sub-term: B/C/D

BUSI 310 (CSB 3310) – Principles of Management

Management requires a balance between social (people) and technical (quantitative) perspectives, as well as between efficiency and effectiveness. This course emphasizes the application of these perspectives in each of the planning, organizing, leading and controlling functions.

College Credits: 3

LUOA High School Equivalency: Fine Art/Career/Technology Elective

Sub-term: B/C/D

BUSI 330 (CSB 3329) – Principles of Marketing

The study of the system of activities that constitutes marketing with an emphasis on the principles, policies, and strategies utilized to identify and satisfy the needs and wants of consumers. The universal application of marketing in all forms of organizations is stressed.

College Credits: 3

LUOA High School Equivalency: Fine Art/Career/Technology Elective

Sub-term: B/D

BUSI 342 (CSB 3342) – Human Resource Management

Introduces the student to the human resources/personnel functions. Topics covered include recruitment, assessment, compensation, motivation, appraisal, development, legal environment, labor relations, employee relations, etc. Emphasis on how managers can deal with and utilize the human resources function.

College Credits: 3

LUOA High School Equivalency: Fine Art/Career/Technology Elective

Sub-term: B/C/D

BUSI 472 (CSB 3472) – Organizational Ethics

An analysis of the foundation of ethical behavior in business, including an introduction to social graces and the importance of professional image. Emphasis is placed on a comparison between Judeo-Christian and secular ethical paradigms.

College Credits: 3

LUOA High School Equivalency: Fine Art/Career/Technology Elective

Sub-term: B/C/D