

Business Administration (BUSA)

BUSA 101 Introduction to Business Programs and Careers 1 Credit (1,0)

Personal, interpersonal, intellectual, and social demands necessary to succeed in college; time management, study skills, goal clarification, career concerns, and college resources; in-depth discussion of careers in business. Freshmen only.

Course Offered at: Daytona Beach

BUSA 102 Introduction to Aviation, Aerospace and Global Business 3 Credits (3,0)

Overview of global business principles and practices in the aviation and aerospace industry; exposure to challenges and career opportunities in the global business community; lexicon of aviation business via readings, case studies, and guest lectures; introduction to international regulatory agencies, airports, airlines, air cargo, and aerospace manufacturers.

Course Offered at: Prescott

BUSA 189 Introduction to Business 3 Credits (3,0)

Basic topics in accounting, economics, finance, international business, management, marketing, organizational behavior, planning, and strategic management; additional topics include business law, ethics, diversity, integrity, social responsibility, globalization, and interdisciplinary collaboration; skills development in teaming, networking, career preparation, and lifelong learning.

Course Offered at: Daytona Beach, Prescott

BUSA 199 Special Topics in Business Administration 1-6 Credit (1-6,0)

Individual, independent, or directed studies of selected topics in business administration.

Course Offered at: Daytona Beach, Prescott

BUSA 308 Public Administration 3 Credits (3,0)

Characteristics of organization and management in government; impact of political processes and public pressures on administrative action; role of regulatory agencies; governmental personnel and budgetary procedures; qualifications of the public administrator.

Prerequisites: MGMT 201

Course Offered at: Daytona Beach, Prescott

BUSA 325 Social Responsibility and Ethics in Management 3 Credits (3,0)

Inquiry into ethics and social responsibility for managers. Economic, legal, political, environmental, technological social issues. Interactions between government, business, and society.

Prerequisites: MGMT 201

Course Offered at: Daytona Beach, Prescott, Worldwide, Asia

BUSA 328 Professional Consulting 3 Credits (3,0)

Practical introduction to problem-solving by assessing, developing, and contributing expertise to the solution of organizational problems in a global environment; emphasis on problem recognition, definition, and solution through consulting, strategic planning, organizational change, conflict resolution, and facilitation.

Prerequisites: Junior or Senior standing

Course Offered at: Daytona Beach, Prescott

BUSA 330 Entrepreneurship and Startup Strategy 3 Credits (3,0)

Aviation project management; focuses on project pitching and leading awarded projects using methodologies like Waterfall, Agile, Lean, Scrum, and Kanban; application of management concepts to global aviation and aerospace industries in a post-COVID environment.

Course Offered at: Prescott

BUSA 335 International Business 3 Credits (3,0)

Impact of foreign trade on the broader aviation industry and its contribution to economic development; opportunities and threats in the complex environment of international business and current U.S. relations with other nations.

Prerequisites: MGMT 201

Course Offered at: Daytona Beach, Prescott, Worldwide, Asia

BUSA 345 Business Law II 3 Credits (3,0)

Substantive international and domestic law that applies to the aviation industry from a management perspective; U.S. legal system, administrative law and federal regulatory process, international law, regulation of aviation, common law contracts, Uniform Commercial Code, labor law, and antitrust law.

Course Offered at: Daytona Beach

BUSA 380 Commercial Aspects of UAS/Advanced Air Mobility 3 Credits (3,0)

Survey of uncrewed aircraft systems (UAS) and advanced air mobility (AAM); military and commercial history, growth, and application of UASs; basic acquisition, use, and operation of UASs with an emphasis on commercial operations, including AAM.

Course Offered at: Daytona Beach, Prescott, Worldwide

BUSA 385 Contracts, Ethics, and Regulatory Compliance for Engineers 3 Credits (3,0)

Essentials of contracts, ethics, and regulatory compliance for engineers; interpretation and negotiation of key contract terms; ethical frameworks for engineering decisions; safety, environmental, and industry regulations affecting projects; management of legal and compliance risks; integration of professional responsibility into technical and business practice.

Course Offered at: Worldwide

BUSA 390 Business Law 3 Credits (3,0)

Legal aspects of business transactions, including contracts, partnerships, corporations, consumer credit, and government influence over business law.

Course Offered at: Daytona Beach, Prescott, Worldwide, Asia

BUSA 399 Special Topics in Business Administration 1-6 Credit (1-6,0)

Individual, independent, or directed studies of selected topics in business administration.

Course Offered at: Daytona Beach, Prescott, Worldwide