

BUAD - BUSINESS ADMINISTRATION

BUAD 620 Business Communication

Credits 1 to 3. 1 to 3 Lecture Hours. Effective oral and written communication for corporate settings; communication theory and practice with core MBA and other courses; practice with oral presentation skills in corporate situations. Classification 6 students may not enroll in this course. **Prerequisite:** Approval of instructor.

BUAD 650 Business Transformation with Generative Artificial Intelligence

Credits 3. 3 Lecture Hours. Leverage Generative Artificial Intelligence (AI) and Large Language Models (LLMs) across major business functions, including marketing, management, product development, operations, accounting, and finance; apply a variety of AI/LLM tools to enable business efficiency and effectiveness; focusing on practical business applications and ethical considerations; building custom AI tools for specific business needs. **Prerequisites:** Artificial Intelligence in Business certificate; graduate classification.

BUAD 655 Automating Business Story Telling Using Artificial Intelligence

Credits 3. 3 Lecture Hours. Business data visualization principles and evaluation strategies; use of tools such as dashboards, Python, Tableau/PowerBI; effective storytelling using automated visualization enabled by artificial intelligence; connecting data analytics to business outcomes and communicating those outcomes to higher management and consumers. **Prerequisites:** Artificial Intelligence in Business certificate; BUAD 650 or concurrent enrollment.

BUAD 660 Machine Learning, Predictive Modeling, and Business Applications

Credits 3. 3 Lecture Hours. Building knowledge needed for acquiring advanced machine learning (ML) skills useful in business; prepare for collaborative work on business applications using ML techniques. ML concepts; overview of ML algorithms/models; management of a ML project from a business perspective; Real-world use cases of ML in various business functions and industries, using predictive analytics to transform business processes and functions. **Prerequisites:** Artificial Intelligence in Business certificate; BUAD 650 or concurrent enrollment.

BUAD 665 Business Applications of Deep Learning: Image Audio and Video Data

Credits 3. 3 Lecture Hours. Advanced skills for analyzing and extracting insights for business from image, unstructured audio and video data using deep learning; applying deep learning techniques to real-world business scenarios, including customer-driven applications; leveraging state-of-the-art AI tools and methodologies to process, analyze, and derive actionable insights from audio and video data; enhancing decision-making and operational efficiency across various business domains; tackling complex challenges in the evolving landscape of business data analysis. **Prerequisites:** Artificial Intelligence in Business certificate; BUAD 650 or concurrent enrollment.

BUAD 670 Applied Natural Language Processing for Business Decisions

Credits 3. 3 Lecture Hours. Application of natural language processing tools to derive business information from unstructured text; extraction of text and tables from documents and websites; increase effectiveness and efficiency when using business relevant textual data (ex., analyst reports, corporate filings, emails, political/regulatory comments, and business customer/transaction files). **Prerequisites:** Artificial Intelligence in Business certificate; BUAD 650 or concurrent enrollment.

BUAD 679 Leadership Development

Credits 1 to 4. 1 to 4 Lecture Hours. Focus on assignments and activities to develop self-awareness as a leader and encourage reflection; strategies to improve leadership and communication with emphasis on leading, influencing and team work in a business context; integration of core business knowledge and skills. May be repeated for credit. **Prerequisite:** Enrollment limited to BUAD Classification 7 MBA students.

BUAD 681 Seminar

Credit 1. 1 Lecture Hour. One credit hour seminar focusing upon a variety of skills essential in a management career including communications, business and government relations and interpersonal skills. An Executive Lecture Series may form a component of this course. Classification 6 students may not enroll in this course. **Prerequisite:** Enrollment is limited to BUAD classification 7 and 8 graduate students.

BUAD 684 Professional Internship

Credits 1 to 6. 1 to 6 Other Hours. A directed internship in an organization to provide students with on-the-job training with professionals in organizational settings appropriate to the student's professional objectives. Classification 6 students may not enroll in this course. **Prerequisite:** Graduate classification and approval of committee chair and department head.

BUAD 685 Directed Studies

Credits 1 to 4. 1 to 4 Other Hours. Directed study of selected problems using recent developments in business research methods. Classification 6 students may not enroll in this course. **Prerequisite:** Approval of instructor and department head.

BUAD 689 Special Topics in...

Credits 1 to 4. 1 to 4 Lecture Hours. Selected topics in an identified area of business administration. **Prerequisite:** Approval of instructor.

BUAD 693 Professional Study

Credits 1 to 6. 1 to 6 Lecture Hours. Approved professional study project as part of the Mays MBA Program. Enrollment limited to Business Administration G7 students. **Prerequisites:** Graduate classification or approval of instructor.

BUAD 700 Value Creation

Credits 1 to 4. 1 to 4 Lecture Hours. Value creation process in business sectors; relationships among the partners in the value chain; theory and frameworks underlying successful business strategies. **Prerequisite:** For Master of Science in Business students only.

BUAD 701 Business Collaboration

Credits 1 to 4. 1 to 4 Lecture Hours. Project management collaboration tools and practices; business communication tools and practices; other commonly used business software and applications. **Prerequisite:** For Master of Science in Business students only.

BUAD 702 Career Management

Credits 1 to 4. 1 to 4 Lecture Hours. Career management tools, self-assessment, goal development, career planning development and skill building for ongoing career management. May be taken up to four hours for credit. **Prerequisites:** Master of Science in Business or approval of instructor.

BUAD 705 Business Communications and Professional Presence

Credits 1 to 4. 1 to 4 Lecture Hours. Communication theory; written and oral communication skills practice; professional presence; corporation communication; and professional development. May be taken four times for credit. **Prerequisite:** Master of Science in Business.

BUAD 710 Ethical Decision Making and Conduct

Credits 1 to 4. 1 to 4 Lecture Hours. Role of ethical reasoning, objectivity, independence and other core values to the development of a leader; critical analysis of ethical dilemmas; assimilation of ethical thinking and behavior into personal and professional life. **Prerequisite:** For Master of Science in Business students only.

BUAD 715 International Business Environment

Credits 1 to 4. 1 to 4 Lecture Hours. Issues, problems, challenges and opportunities facing organizations competing in a global economy; environment of international business; international finance and accounting; international strategies; forms of organization design used by multinational firms; human resources in an international context; cultural and control issues facing the international leader. **Prerequisite:** For Master of Science in Business students only.

BUAD 720 Integrated Business Experience

Credits 1 to 4. 1 to 4 Lecture Hours. Practical application of value creation process; business model development; financial projections; market validation; evaluation of business opportunities and entrepreneurial ventures. **Prerequisite:** For Master of Science in Business students only.