

**Bridge Program
Haile College of Business
Northern Kentucky University
30 Credit Hours**

Note: The course descriptions provided here are general representation and can be customized based on the specific curriculum and learning outcomes of the courses you offer at your institution.

1. Accounting for Business Decision-Making (3 credits)

The course provides students with a comprehensive understanding of accounting principles and their application in making informed business decisions. Throughout this course, students will explore fundamental accounting concepts and techniques. They will learn how to interpret and analyze financial statements, including the balance sheet, income statement, and cash flow statement, to assess the financial health and performance of a business. Students will gain insights into financial ratios, profitability analysis, and the evaluation of financial risks. Moreover, the course covers managerial accounting, which focuses on internal decision-making and planning. Students will delve into cost accounting, budgeting, and performance measurement techniques used by managers to allocate resources efficiently, analyze costs, and make strategic business decisions. They will explore concepts such as job costing, process costing, cost-volume-profit analysis, and relevant costing methods. The course emphasizes the use of accounting information systems and technology tools in financial and managerial accounting. Students will gain practical skills in using accounting software and spreadsheets to record transactions, generate financial reports, and analyze data for decision-making purposes. Additionally, ethical considerations in accounting will be discussed, highlighting the importance of integrity, transparency, and professional ethics in financial reporting and decision-making.

2. Strategic Economics for Business Decision-Making (3 credits)

This course provides students with a comprehensive understanding of economic principles and their strategic application in making informed business decisions. Throughout this course, students will explore key economic concepts and theories. They will learn to analyze supply and demand dynamics, market structures, and pricing strategies. Students will gain insights into cost analysis, profitability assessment, and resource allocation to maximize efficiency and competitive advantage. Moreover, the course covers strategic decision-making in light of economic factors. Students will examine how external factors such as government policies, international trade, and macroeconomic conditions influence business strategies. They will also explore concepts such as game theory, strategic alliances, and competitive positioning. The course emphasizes the use of economic tools and frameworks in strategic decision-making. Students will develop skills in conducting market research, assessing market trends, and evaluating business opportunities. They will learn to apply economic models and data analysis techniques to make strategic choices that drive business growth and sustainability.

3. Data Analysis for Business Decision-Making (3 credits)

This course equips students with the essential knowledge and skills to effectively analyze and interpret data in the context of making informed business decisions. Throughout the course, students will delve into various aspects of data analysis, starting from the fundamentals of descriptive statistics to advanced inferential techniques. They will learn how to collect, organize, and summarize data using appropriate graphical and numerical methods. Moreover, students will explore different probability concepts and distribution models, enabling them to make probabilistic assessments and predictions. The course places a strong emphasis on applying statistical techniques to real-world business scenarios. Students will develop skills in hypothesis testing, regression analysis, and correlation analysis to uncover relationships between variables, identify patterns, and make data-driven predictions. By employing popular statistical software and tools, such as Excel, students will gain hands-on experience in data analysis and interpretation.

4. Strategic Marketing Management and Environmental Analysis (3 credits)

This course focuses on the critical areas of marketing systems, marketing functions, and institutions, as well as the pivotal role of marketing within organizations. The course explores the dynamic relationship between marketing strategies and the external business environment. Throughout the course, students will gain a comprehensive understanding of marketing management principles and practices. They will explore topics such as market research, consumer behavior, branding, product development, pricing strategies, and distribution channels. Students will also delve into the concepts of marketing communication, digital marketing, and marketing analytics. Moreover, the course focuses on the influence of the external environment on marketing decisions. Students will analyze macro-environmental factors such as social, technological, economic, environmental, and political forces, and their impact on marketing strategies. They will learn how to conduct environmental analysis, identify opportunities, and mitigate risks associated with market dynamics and changing consumer trends.

5. Data Analysis and Automation with Spreadsheets (3 credits)

This Course is designed to equip students with skills in utilizing spreadsheets for data manipulation, analysis, and automation. Throughout this course, students will explore basic and advanced features and functions of spreadsheet software. They will learn fundamentals of spreadsheet software, including data entry, formatting, basic formulas, and creating simple charts. They will also learn techniques for data cleansing, data validation, and data visualization. Students will gain insights into data analysis methods, including pivot tables, statistical functions, and what-if analysis. They will also explore automation capabilities through macros and scripting. Moreover, the course focuses on applying spreadsheet tools for business applications. Students will learn how to analyze financial data, perform scenario analysis, and create dynamic reports. They will explore the integration of spreadsheets with other software tools, such as databases and presentation software.

6. Organizational Dynamics and Effective Management (3 credits)

This course provides students with an in-depth understanding of the complex processes and dynamics that shape the internal environment of contemporary business organizations. Students will explore the intricacies of organizational behavior, group dynamics, and individual processes, and gain insights into effective planning, organizing, interacting, and controlling within organizations. Throughout this course, students will delve into key concepts, theories, and research-based practices related to organizational behavior and management. They will learn about topics such as organizational culture, leadership styles, motivation, decision-making, communication, and teamwork. Students will develop skills in navigating organizational challenges, fostering positive work environments, and driving performance and productivity.

7. Professional Development for Business Success (3 credits)

This course focuses on cultivating business professionalism and preparing students for successful internship and career opportunities. Students will learn how to develop marketable skills through client-based projects and effectively leverage their accomplishments to create professional, career-oriented resumes. Throughout this course, students will explore key aspects of professional development. They will learn strategies for enhancing their business professionalism, including effective communication, networking, and professional etiquette. Students will gain insights into career planning, goal setting, and personal branding. Moreover, the course emphasizes practical application. Students will engage in client-based projects, enabling them to apply their academic knowledge and develop marketable skills for future courses and employment. They will learn how to showcase their achievements and experiences in a professional manner through resume building and interview preparation.

8. Effective Communication and Dynamic Presentations (3 credits)

This course focuses on developing essential skills to effectively communicate and deliver impactful presentations in various professional settings. Throughout this course, students will explore key aspects of communication, including verbal and nonverbal communication, active listening, and interpersonal skills. They will learn strategies for effective written and oral communication, including crafting clear and concise messages and adapting communication styles to diverse audiences. Moreover, the course emphasizes the art of delivering dynamic presentations. Students will learn techniques for structuring presentations, engaging an audience, and utilizing visual aids effectively. They will develop skills in public speaking, handling questions, and managing stage presence.

9. Effective Team Leadership and Collaboration (3 credits)

This course serves as an introduction to the fundamental concepts and skills necessary for leading high-performing teams. The course covers both the structural and process attributes

of teams, aiming to enhance the effectiveness of team leaders and members. It also emphasizes the essential communication skills required for successful teamwork. Throughout this course, students will explore the dynamics of teamwork and learn strategies for building and leading high-performing teams. They will examine topics such as team formation, roles and responsibilities, goal setting, decision-making, conflict resolution, and motivation. Students will develop skills in fostering collaboration, promoting innovation, and maximizing team performance. Moreover, the course emphasizes effective communication as a critical component of successful teamwork. Students will learn strategies for active listening, constructive feedback, and clear communication. They will develop an understanding of how effective communication contributes to trust, engagement, and overall team effectiveness.

10. Project Work and Viva Voce (3 Credits)