

Business Administration

LOWER DIVISION

BA 105. Critical Thinking in Organizations (3). Critical thinking and decision-making in organizations. Approach, solve, and communicate solutions to organizational issues systematically. Participate in stimulating debates, classroom simulations, and real-world research that bring topics to life. [GE.]

BA 110. Introduction to Business (3). Business as a social institution operating in an ever-changing environment. Broad descriptions of the various disciplines involved in business activity: accounting, finance, management, marketing, production, human resources, and business information.

BA 120. Business Essentials (1). Orientation to the Business Program. Develops a core set of skills and exposure to business functional areas: accounting, finance, management, marketing, ethics, and strategy.

BA 210. Legal Environment of Business (4) **FS**. Judicial system, constitution, administrative agencies, torts, crimes, creation and performance of contracts, sales, consumer protection, commercial paper, and business ethics. Law case studies.

BA 250. Financial Accounting (4) **FS**. First course in accounting. Measurement and reporting principles used in US to prepare financial reports for investors/creditors. Computer applications demonstrate design of accounting information systems. [Prereq: MATH 104 or STAT 108. Weekly: 4 hrs lect/disc.]


BA 252. Management Accounting (4) **FS**. Introduction to accounting information system used for internal decision making within organizations, which include planning, operational control, and performance evaluation. [Prereq: BA 250 (including spreadsheet skills). Weekly: 4 hrs lect.]

UPPER DIVISION

BA 304/PSYC 304. Business Psychology (3). Critically examines the psychological foundation of business by looking at how business agents think, feel and act in various situations and how managers make decisions. [GE.]

BA 310. Business Law (4) **S**. Agencies, administrative regulations, partnerships, corporations, security regulations, labor and employment, antitrust, property, insurance, international, professional liability. Law case studies. [Prereq: BA 210 or IA.]


BA 332. Intermediate Business Statistics (4) **FS**. Multiple regression. General linear hypothesis and ANOVA. Regression and autoregression of time-series data plus other forecasting models. Statistical quality control. Research planning and analysis. Computer applications. [Prereq: MATH 104 or STAT 108.]


 **BA 340. Principles of Marketing** (4) **FS**. Domestic and international institutions, concepts, and management processes in marketing. Marketing research. Simulations, cases, exercises. Computer applications.

BA 360. Principles of Finance (4) **FS**. Basic skills for analyzing financial data. Time value of money; techniques and ratios commonly used in financial analysis. [Prereq: BA 252; MATH 104 or STAT 108.]


BA 370. Principles of Management (4) **FS**. Theory, behavior; production and operations, and interpersonal communication in organizations: large or small, profit or nonprofit, domestic or international.

BA 378. Small Business Management (4) **S**. Planning, start up, sources of capital, location, form, budgeting, record keeping, marketing, management.

 **BA 379. Business Plan Development** (4) **F**. The study of entrepreneurial strategy and implementation, culminating in the preparation of a comprehensive business plan. [Prereq: BA 378.]

 **BA 401. Advanced Sustainable Management Applications** (4) **S**. Experiential learning opportunities for students to apply sustainable business practices in classroom and fieldwork settings. [Prereq: BA 340 and BA 370 with grades of C- or higher.]

BA 410. International Business (4) **F**. Global geopolitical, economic, and social environments and their interrelationships with all phases of business. Cases and projects. [Prereq: BA 370. DCG-n.]

 **BA 417. Small Business Consulting** (4) **S**. Complete a consulting project with local business under supervision of Small Business Institute director. Class meeting, field work each week. Seniors and grad students only. [Prereq: (business majors) BA 340, BA 360, BA 370, or equivalent; (other majors) consent of SBI director. Weekly: 4 hrs lect/disc.]

BA 441. Retailing & Services Marketing (4) Following a case, discussion, and hands-on format, the course introduces students to retailing in a technology-rich environment and marketing from a service-dominant perspective. [Prereq: BA 340 and sophomore standing or greater.]

BA 444. International Marketing (4) **F**. Characteristics/potentials of foreign markets and marketing systems. Different cultures' effects on consumers in those markets. [Prereq: BA 340 or equivalent, or IA.]

BA 445. Marketing Communications (4) **F**. Comprehensive examination of marketing communications activity and its environment; topics discussed include targeting, positioning, objectives setting, budgeting, sales promotion, personal selling, advertising, and public relations. [Prereq: BA 340 or equivalent.]

BA 446. Marketing Research (4) **S**. Study and application of primary and secondary marketing research through group work or local organizations. Activities include survey design and execution, data entry and analysis, report preparation and presentation. [Prereq: (BA 340) AND either (MATH 104 and BA 120) or (STAT 108).]

BA 447. E-Commerce / E-Marketing Strategy (4). Through interactive discussions, group activities and individual assignments, students will

explore e-commerce and e-marketing concepts to understand how Internet has altered buying and selling of goods and services today. [Prereq: BA 340 and sophomore standing or greater.]

BA 448. Consumer Behavior (4) **S**. Study of how organizations design and modify marketing strategies by understanding changing consumer lifestyles and attitudes in a multicultural world, and the resulting consumer behaviors in the global marketplace. [Prereq: BA 340 with a grade of C- or higher.]

BA 450. Intermediate Financial Accounting I (4) **F**. This course helps students develop knowledge of accounting concepts, standards, and procedures by examining complex issues related to the measurement and reporting of income, current assets, and current liabilities. [Prereq: BA 252 (C) or equivalent.]

BA 451. Intermediate Financial Accounting II (4) **S**. Financial accounting theory, regulations, and practice for valuing and reporting liabilities, equity, and cashflows. Includes coverage of current, special topics relevant to financial accounting. [Prereq: BA 450.]

BA 452. Cost Accounting, Planning & Control (4) **S**. In-depth study of four basic cost accounting systems used to determine cost to make a product or provide a service, and manage the production process. Lecture with spreadsheet projects. Required for accounting option. [Prereq: BA 450, and MATH 104 or equivalent.]

BA 453. Tax Accounting (4) **F**. Introduction to the U.S. federal income tax system. Topics include: history, logic, regulations, and/or reporting schedules. Preparation of individual returns. Primarily for accounting concentration. [Prereq: BA 450 (C).]

BA 454. Financial Statement Auditing (4) **F**. Introduction to the U.S. auditing standards and procedures applicable to an organization's financial statements and financial accounting system. Primarily for accounting concentration. [Prereq: BA 450.]

BA 455. Governmental & Nonprofit Accounting (4) **S**. This course covers accounting principles applicable to state and local governments and other nonprofit organizations, fund accounting procedures, and analysis and interpretation of financial statements of governmental and nonprofit entities. [Prereq: BA 450.]

BA 456. Accounting Ethics (4) **F**. Application of ethical concepts within the financial services industry. Exploration of ethical reasoning models, as well as code of professional conduct standards applicable to practicing accountants. [Prereq: BA 210; BA 252; sophomore standing or greater.]


BA 460. Investment Management (4) **F**. Traditional and modern approaches. Sources/uses of information, alternative investment instruments, capital markets. Valuation of securities and portfolios under risk through technical/fundamental analyses and portfolio-statistical models. [Prereq: BA 360.]

BA 462. Problems in Financial Management (4) **S**. Apply principles and techniques to financial

decision making and policy formulation. Case study/analytical approach. Short-term asset management, financial forecasting, capital expenditure, and capital structure policies. [Prereq: BA 468.]

BA 464. International Business Finance (4) S. Specific finance problems encountered in a corporation with substantial international involvement. International equivalent of a corporate finance course, in contrast to a course that deals with international financial markets. [Prereq: BA 360.]

BA 468. Capital Budgeting (4) F. Analyze investment decisions of a firm under risk and uncertainty. Apply case study/analytical approach to development and management of capital needs, evaluation, and ranking of investment projects. [Prereq: BA 360.]


 **BA 470. Organization & Management Theories (4) F.** How generic management process applies to all types of organizations (profit, not-for-profit, manufacturing, service, corporate, single proprietorships, large, small) and all business disciplines (marketing managers, finance managers, accounting managers). [Prereq: BA 370.]

BA 472. Change Management (4) F. Problem solving/systems theory integrated with organizational change models. Frameworks for developing coherent solutions to problems organizations increasingly face. Case studies apply theories to realistic problems. [Prereq: BA 370.]

BA 475. International Management (4) S. The course will focus on cultural factors that affect behavior in the workplace. It also develops and examines the necessary managerial skills for directing and improving organizational performance internationally. [Prereq: BA 370.]

BA 480. Selected Topics in Business (1-4) FS. Topics of current or historic interest. [Rep with different topics.]

BA 482. Internship (1-4) S. Supervised experience in business, governmental, or service agencies. Match theory with practice. Weekly conferences and final report. [Letter grade only. Prereq: senior business or economics major; IA. Weekly: 3 hrs per credit unit. Rep once.]

 **BA 494. Business & Society (4) FS.** Problems arising from interface of business and government, business ethics, government regulation, and international business. Senior seminar. [Prereq: BA 340, BA 360, BA 370; or equivalent.]

 **BA 496. Strategic Management (4) FS.** Capstone course integrating all business core courses into design of strategic business plans. Domestic/international cases. Simulations and projects. Micro/mainframe computer applications. [Prereq: BA 340, BA 360, BA 370; business administration majors only; completion of all lower division core courses. Weekly: 4 hrs lect/disc.]

BA 496S. Strategic Management (4) FS. Service learning course. This is a capstone experience course that integrates economic, financial, marketing, and management areas through the application of a strategic assessment of a local business. [Prereq: BA 210, BA 252, ECON 210, BA 340, BA 360, BA 370; business administration


majors only; completion of all lower division core courses. Weekly: 4 hrs lect/disc.]

BA 499. Directed Study (1-4) FS. Research work. Open to advanced students with DA. [Rep once.]


GRADUATE

MBA 605. Strategic Sustainability Foundations (4) F. Introduction to frameworks supporting strategic sustainability. Topics include learning organizations, sustainability frameworks, business case for strategic sustainability, systems thinking tools, and examination of existing and emerging economic and management paradigms. [Prereq: undergraduate foundation courses in accounting, economics, finance, and statistics; admission to MBA program.]


MBA 610. Research Methods (4) F. Fundamentals of designing a research project, assessing current research, managing large data sets, and effectively using advanced statistical techniques for analysis and publication.


 **MBA 620. Accounting for Corporate Social Responsibility (4) F.** Accounting systems used to promote strategic sustainability. Information used in organizations for profit planning, operational control, performance evaluation, employee continuous improvement, improving relationships with the community, and protecting the environment.

MBA 630. Marketing Management for Shared Value (4) S. Traditional marketing no longer satisfies the dynamic needs of communities in the 21st century. In this hands-on course, we reimagine marketing management through cutting edge perspectives on shared value creation. [Prereq: MBA 605, MBA 610, MBA 620.]

 **MBA 640. Financial Management for Sustainable Growth (4) S.** Research and analyze several viewpoints on financial management for long-term sustainable growth for the enterprise. Contemporary theoretical and institutional developments in finance; implications for decision making and policy formation. [Prereq: MBA 605, MBA 610, MBA 620.]

 **MBA 650. Designing Sustainable Organizations (4) S.** Organizations are affected by technology, other organizations, national cultures, and social and economic conditions. Analyze and design structures that create sustainable shared value for the enterprise. [Prereq: MBA 605, MBA 610, MBA 620.]

 **MBA 675. Sustainability/Ethics (4) Su.** Ethical theories and implications for individuals and organizations, as applied to organizational ethics, environmental regulations and frameworks, global ethics issues based on regional imbalances, and intergenerational ethics and sustainability issues. [Prereq: MBA 630, MBA 640, MBA 650.]

 **MBA 679. Strategic Analysis (4) Su.** Synthesize management, marketing, finance, production, and other functions into unified strategies for organizations (local, national, international). [Prereq: MBA 630, MBA 640, MBA 650. Coreq: MBA 692.]

MBA 680. Selected Topics in Business Administration (1-4). Open to grad students with IA.

MBA 682. Business Internship (2). Supervised experience in business, governmental, or service agencies. Apply graduate-level, business-relevant theory and tools to a defined business problem in the sponsoring organization. Document results. [Prereq: MBA 610, MBA 620, MBA 630, MBA 640, MBA 650. Coreq: MBA 675, MBA 679, MBA 692. MBA students only.]

MBA 691. MBA Comprehensive Exam (0). Required for the MBA program. Skills for analyzing business issues, including functional applications of accounting, finance, marketing, management, and strategic sustainability is required. Exam will consist of a writing assignment and a presentation. Exam will be evaluated by two faculty members. If there is a disagreement, a third faculty member will evaluate. [Prereq: MBA 630, MBA 640 and MBA 650. Open to MBA students only. CR/NC.]

MBA 692. Master's Degree Project (1). Apply principles of business administration and economics to analysis, evaluation, and strategic management of organizations. [Coreq: MBA 679. Rep twice.]

MBA 699. Independent Study (1-4). Research work. Open to grad students with consent of MBA director.