

Business Administration

LOWER DIVISION

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 180. Topics in Business (1-4). Introductory level content. [CR/NC. Rep up to 4 units.]

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 220. Leadership in Theory & Practice (3). Provides exposure to the theory and practice of leadership. Components include personal assessment and self assessment; covers topics from leadership research to motivation, empowerment, and designing organizations for change.

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: ELM score of 42 or higher. 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.]

BA 260. Personal Finance (3). To help students become financially responsible individuals who could make informed spending, saving, and investment decisions in a complex economic environment. Topics include financial planning; money, risk, and investment management; and life cycle plans.

UPPER DIVISION

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) **F**. 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: 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 250 and 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 (3) **S**. Planning, start up, sources of capital, location, form, budgeting, record keeping, marketing, management.

BA 380. Business Plan Development (3) **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 better.]

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 (3). 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: 3 hrs lect/disc.]

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 STAT 108, or equivalent.]

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 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, STAT 108, intermediate spreadsheet skills.]

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 Option majors. [Prereq: BA 252 — lower division business core.]

BA 454. Financial Statement Auditing (4) **S**. Introduction to the U.S. auditing standards and procedures applicable to an organization's financial statements and financial accounting system. Primarily for Accounting Option majors. [Prereq: BA 252 — lower division business core.]

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 360.]

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 and STAT 108, or equivalent.]

BA 474. Advanced Management Topics (4). National and international topics in various fields. Senior seminar. [Prereq: BA 370 or equivalent.]

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. [CR/NC. Prereq: senior business or economics major; IA. Weekly: 3 hrs per credit unit.]

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

MBA 630. Managerial Marketing (4) **S.** Strategy and planning applied to marketing problems. Case studies, individual research, reports, discussions.

MBA 640. Managerial Finance (4) **S.** Research and analyze several viewpoints on financial management. Contemporary theoretical and institutional developments in finance; their implications for decision making and policy formation.

MBA 650. Designing Effective Organizations (4) **S.** Strategies for studying organizations. Behavioral research, theory, and business examples dealing with organization structure, goal formation, human and social factors, communication, and control.

MBA 675. Social Environment/Ethics (4) **Su.** Apply philosophical and ethical models/theories to interactions between business and society. [Prereq: MBA 600, MBA 610, MBA 620, MBA 630, MBA 640, MBA 650, MBA 670.]

MBA 679. Policy/Strategy (3) **Su.** Synthesize management, marketing, finance, production, and other functions into unified strategies for organizations (local, national, international). [Prereq: MBA 600, MBA 610, MBA 620, MBA 630, MBA 640, MBA 650, MBA 670. Coreq: MBA 692.]

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

MBA 692. Master's Degree Project (1-3) **Su.** Apply principles of business administration and economics to analysis, evaluation, and strategic management of organizations. [Coreq: MBA 679]

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

GRADUATE

All MBA courses require a minimum GMAT score of 500.

MBA 600. International Economics (4) **F.** A survey of topics in international economics to help students understand the international economic environment. Students learn to analyze issues having international dimensions. [Prereq: ECON 210.]

MBA 610. Data Acquisition/Analysis/Presentation (4) **F.** Appropriate data gathering techniques; advanced statistical techniques for analysis; presenting statistical findings. [Prereq: STAT 108 or equivalent.]

MBA 620. Managerial Accounting (4) **F.** Use accounting information and analysis to support management decisions. External vs. internal reporting, profit planning, cost measurement and management, budgeting, performance evaluation. [Prereq: BA 250.]