

# Business Administration (BUS ADM)

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## Courses

### **BUS ADM 202. Business and Its Environment. 3 Credits.**

The major components of the business enterprise and its resources, competitive and regulatory environment; pricing, profit, finance planning, controls, ethics, environmental impact, social responsibility and other important concepts; environmental issues that challenge the business leader.  
Fall and Spring.

### **BUS ADM 206. Law and the Individual. 3 Credits.**

The American legal system; its principles, processes, language, ethics and laws from the viewpoint of the individual, including family, personal injury, property, consumer, privacy, probate and administrative laws.  
Fall and Spring.

### **BUS ADM 210. Professional Skills for Your Career. 1 Credit.**

Students learn how to search for careers that are personally satisfying and how to develop important professional skills, including: creating a successful resume; effective professional correspondence; appropriate business phone and email etiquette; developing interview and presentation skills; and networking.

P: Junior status  
Fall and Spring.

### **BUS ADM 216. Business Statistics. 4 Credits.**

The course examines descriptive statistics, sampling and sampling distributions, hypothesis testing, independent and paired t-tests, analysis of variance, regression, chi-square, and variance comparisons. The course will also insure students are literate in computer-based statistical packages (e.g., SPSS, SAS, or Minitab).

P: Math 101 with at least a C grade or WPT-MFND score >465 and WPT-AALG score >525  
Fall and Spring.

### **BUS ADM 282. Personal Financial Planning. 3 Credits.**

Exploration and functional analysis of consumers' financial needs and problems in our modern and complex society; learning to formulate financial goals, implement and monitor them through specific plans, financial functions such as budgeting, investing, financing, protecting and distributing wealth; philosophies and values of consumers; legal aspects of consumer rights.

Fall and Spring.

### **BUS ADM 299. Travel Course. 1-4 Credits.**

Travel courses are conducted to various parts of the world and are led by one or more faculty members. May be repeated to different locations.

P: cons of instr & prior trip arr & financial deposit.

### **BUS ADM 305. Legal Environment of Business. 3 Credits.**

Laws affecting business, emphasizing the Uniform Commercial Code. Introduction to law and the legal process, contracts, agency, property, landlord-tenant and real estate laws, sales and consumer protection laws, secured transactions, negotiable instruments, corporation and partnership law, and estate and bankruptcy law.

P: Sophomore status  
Fall and Spring.

### **BUS ADM 306. Business Law. 4 Credits.**

Builds upon basic concepts covered in Bus Adm 305 to further explore the legal implications of business transactions. Deals with federal and widely adopted uniform law. Topics include corporate law with an emphasis on traditional state law regulation of the corporation, trusts and wills, real property law, contracts for the sale of goods, debtor and creditor relations, and Commercial Paper.

P: Bus Adm 305 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5  
Fall and Spring.

### **BUS ADM 322. Introductory Marketing. 3 Credits.**

The marketing system and the managerial techniques used to market goods, services and organizations. Relationships between marketing activities and economic, political and social institutions; understanding consumer behavior; product, price, promotion and distribution decisions.

P: Sophomore status  
Fall and Spring.

### **BUS ADM 327. Selling and Sales Management. 3 Credits.**

Principles and techniques of successful selling that lead to a mutually profitable relationship between salesperson and customer. The nature and scope of sales management: selecting and training sales personnel, importance of customer satisfaction, relationship of company philosophy to the sales force, fundamentals of communication processes.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5  
Fall Only.

**BUS ADM 334. Logistics Management. 3 Credits.**

This is a course on logistics management which falls within the broad discipline of supply chain management (SCM). This will allow students to deepen their knowledge and understanding on various components of logistics management; its role across other functions in an enterprise; and its importance in the context of present global business environment. The primary objective of the logistics management is to provide support in storage and distribution of goods and services, from an enterprise to customers as well as any returns from customers to an enterprise with or without channel partners. The goal of this course is to build on the learnings from the course "Introduction to Supply Chain Management" and provide an in-depth understanding of the roles of logistics function, concepts and principles used in addressing the needs of an enterprise, while minimizing the costs and environmental impacts.

P: Bus Adm 384 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 343. Corporation Finance. 3 Credits.**

Organization of basic financial management functions and principles for business; management of fixed and working capital; short-term and long-term financial planning through investment and financing decisions; domestic and international money and capital markets; ethical issues relating to business financial management.

P: Acctg 300 and sophomore status

Fall and Spring.

**BUS ADM 344. Real Estate Principles. 3 Credits.**

Nature of real estate ownership, importance of land contracts, title transfer, and mortgage instruments; real estate valuation, finance and investment; impacts of taxation, insuring, marketing, and laws affecting real estate (not intended to prepare students for real estate licensing examination).

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

**BUS ADM 345. Risk Management and Insurance. 3 Credits.**

Nature of risks, principal techniques of risk management and the bases for making decisions with respect to the management of personal and business risks.

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

**BUS ADM 347. Financial Markets and Institutions. 3 Credits.**

Role of financial markets and institutions in forming and managing financial resources; examination and analysis of financial intermediation; organization and functions of the U.S. and international financial systems; structure and investment management strategies of specific financial institutions (such as banks, thrift, insurance and investment companies).

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 350. Business Computer Applications. 3 Credits.**

Business Computer Applications is designed to give students hands-on experience with popular software applications. The course also covers current introductory topics in computing such as computer software & hardware, internet, network security, databases, and ethics in IS among others.

P: Sophomore status

Fall and Spring.

**BUS ADM 362. Introduction to Human Resource Management. 3 Credits.**

Personnel management: human resource planning, recruitment, selection, training, motivation, fringe benefits, salary and wages, labor relations, and performance evaluation.

P: BUS ADM 389 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 371. e-Entrepreneurship and Digital Management. 3 Credits.**

This course provides an overview of how to create new business, capture new markets, and operate businesses virtually in today's digital era. In addition to topics related to e-marketing, idea generation, online peer networks, innovation, social media, feasibility, and e-business models, the course delves into managing people and businesses in the digital era by discussing topics such as online leadership, managing virtual teams, digital knowledge management, and online communication.

P: Sophomore status; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate.

Fall and Spring.

**BUS ADM 373. Entrepreneurial Finance. 3 Credits.**

This course introduces the undergraduate student to the entrepreneurial finance topics of self-funding, friendly funding, seed funding, microlending and microlenders, debt financing, equity financing and other nonbank financing sources, sources and uses of funds, startup financial statement development and projections, debt and equity term sheets, valuations, and starting the bookkeeping process.

P: Junior status; Bus Adm 371; satisfaction of mathematical competency requirement; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate.

Fall Only.

**BUS ADM 378. Leadership Transformation. 3 Credits.**

This course focuses on leadership transformation for increased effectiveness by engaging in specific skills and critical thinking necessary for authentic leadership in today's business climate.

P: None.

**BUS ADM 380. Project Management. 3 Credits.**

Project management is an essential component in Supply Chain Management, Operations Management, Analytics, and Management Information Systems. It is equally useful in other disciplines. This course covers the project management methodology recommended by the Project Management Institute, USA (PMI) and prepares students for successfully managing projects or new initiatives in organizations from inception to completion in a consistent and structured manner. This course provides the use of standardized terms and exposes students to the knowledge area, process groups and processes defined in the Project Management Book of Knowledge (PMBOK®) and used in project management worldwide. It prepares students for clearly defining the scope of a project, including the budgeting and cost management, human resource planning, communication planning, stakeholder analyses and submission of the final product/service to operations that are associated with a project.

Fall and Spring.

**BUS ADM 381. Operations Management. 3 Credits.**

The first part of the operations management course will provide features of production/service systems, methods of modeling and the control system for operations/service. Topics include aggregate planning, forecasting techniques, work-force and operations scheduling, and material requirement planning. The second part will cover the models and techniques for managing inventory systems, the deterministic and stochastic inventory models, and lot sizing in continuous and periodic review systems.

P: Bus Adm 384 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 382. Introductory Management. 3 Credits.**

The realities of management in contemporary situations, emphasizing the functional approach; understanding the management environment; knowledge required by managers to function effectively and adjust to rapid changes.

P: Sophomore status

Fall and Spring.

**BUS ADM 383. Enterprise Resource Planning. 3 Credits.**

The Enterprise Resource Planning (ERP) course provides details on the need and the use of an ERP system in supply chain management (SCM) in industries. It provides the basic structure of an ERP system in an organization. It is a hands-on course to be taught in a computer lab to train students on the use of an ERP system. This course will provide training on various aspects of SCM functions such as how to: (1) create/modify/delete an item-master, a vendor-master, a purchase order and a contract; (2) request an advance from accounts; (3) check inventory of raw material, work-in-progress (WIP), and finished goods; and (4) look for demands.

P: BUS ADM 384 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5

Fall Only.

**BUS ADM 384. Introduction to Supply Chain Management. 3 Credits.**

This is an introductory course in supply chain management (SCM). This course allows students to understand both the components of supply chain management and its role within the function and across other functions in an enterprise. The objective of supply chain management is to create value, build a competitive infrastructure, leverage worldwide logistics, synchronize supply with demand, and measure performance globally. Logistics is part of the supply chain, which deals with storage and distribution of goods and services, in the right quantity, right condition, at the right time, and in the right place. The goal of this course is to provide a high-level overview of the supply chain function and related concepts, and to provide an understanding of activities involved. This course will also provide a basic understanding of the analytical tools and applications used in SCM. The course will introduce students to some challenges in managing global supply chains. The course will also provide an opportunity to students to work in teams, explore a real life situation related to concepts taught in the class, and do a research project.

P: Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5

Fall and Spring.

**BUS ADM 389. Organizational Behavior. 3 Credits.**

A micro organizational behavior course examining motivation, leadership, job satisfaction, learning, group dynamics, and stress in the organizational setting.

P: Sophomore status

Fall and Spring.

**BUS ADM 391. Introduction to Entrepreneurship and Innovation. 3 Credits.**

The course is designed to provide a global introduction to the process of turning an idea into a successful startup enterprise. There will be a special emphasis on business plan development and its use as a management tool.

Fall and Spring.

**BUS ADM 421. International Marketing. 3 Credits.**

The course is designed to help students explore the global market via the disciplines of economics, cultural studies, geography, history, languages, jurisprudence, demographics, politics, and many others. The opportunities and the threats that emanate from the global marketplace are highlighted, and the need for an international marketing approach on the part of individuals and institutions is emphasized.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 423. Advertising. 3 Credits.**

Developing and executing advertising campaigns; how these campaigns fit into the total marketing mix; social, legal, and economic considerations and constraints involved in the advertising campaign planning process.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 424. Marketing Research. 3 Credits.**

Techniques of obtaining and analyzing information about marketing problems; obtaining and interpreting data from primary and secondary sources for marketing decisions.

P: Math 260 or Bus Adm 216 or Comm Sci 205; and Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

**BUS ADM 426. Marketing Management. 3 Credits.**

Advanced level course in marketing. Strategic interrelationships, development of analytical techniques and abilities and decision making in marketing.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

**BUS ADM 428. Consumer Behavior. 3 Credits.**

Theories of buyer behavior, including ultimate and industrial customers, and their implications for marketing management.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 435. Foundations of Strategic Information Management. 3 Credits.**

Information Technology (IT) is an integral part of all organizations and plays a vital role in all functional areas such as marketing, accounting, finance, human resources, operations, and supply chain. It also serves in enabling key applications such as business intelligence, data analytics, security, internal controls, and new-product planning among others. Owing to the dynamic nature of IT, it is imperative that organizations continuously reevaluate their strategic alliance with IT. Thus a well-designed, and strategically managed IT has the potential to dramatically improve a business's competitive advantage. The course discusses the significant managerial aspects of IT's increasing impact on today's organizations, along with IT trends and their business implications, security, privacy and ethical issues.

P: Bus Adm 350 or Business Analysis Emphasis

Spring.

**BUS ADM 436. Analysis & Design of Business Information Systems. 3 Credits.**

The competence in business information systems analysis and design (SA&D) is critical to not only information technology professionals but also to business managers since the fit between information technology and organizational business needs is argued to be a key determinant of firm performance. Students will learn system analysis and design concepts and technologies required to develop business information systems. The emphasis is on system life cycle concepts ranging from a system's planning to its discontinuance. The course will also attempt to evaluate the ethical issues involved as well as the business reasons why some IT projects succeed while others fail.

P: BUS ADM 435 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

**BUS ADM 442. Principles of Investment. 3 Credits.**

Fundamental concepts, theories, and techniques relating to investing; securities markets, investment vehicles and environments, economic, industry and security analyses, portfolio construction and management; active and passive investment strategies; global investment perspectives and their impacts on investors; blend of facts and theories relating to traditional and modern portfolio approaches; ethics in investment decisions; applied computer-assisted investment decisions.

P: Bus Adm 343 and Bus Adm 216 or Comm Sci 205 or Math 260 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5

Fall and Spring.

**BUS ADM 445. International Financial Management. 3 Credits.**

Conceptual framework and applications of financial management decisions of multinational firms in a global setting; survey of the international financial environment; determinants of international portfolio and direct investment capital flows; assessment and management of impacts of foreign exchange and hedging strategies; impacts of international factors on capital budgeting and financial structure decisions; multinational money and capital markets; taxation of international business.

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5; REC: Bus Adm 442.

Spring.

**BUS ADM 446. Advanced Corporation Finance. 3 Credits.**

Short-term and long-term financial decisions under risk and uncertainty; financial analysis planning and control; in-depth coverage of theories and applications of capital structure, cost of capital, dividend policies; working capital management; long-term financing decisions; valuation of mergers and acquisitions; international capital budgeting.

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5; REC: Bus Adm 442

Fall and Spring.

**BUS ADM 447. Derivatives. 3 Credits.**

Coverage of derivative products such as: forwards, futures, options, and swap contracts on commodities, interest rates and equities, as well as the markets in which they trade. Fundamental pricing relationships, trading strategies, and risk management, use of the Binomial Options pricing model and the Black-Scholes model to price derivatives. Exploration of different options strategies, put-call parity, and role of derivatives in portfolio management, option Greeks such as: delta, gamma, vega, theta, and rho.

P: Bus Adm 343 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

**BUS ADM 450. Bank Administration. 3 Credits.**

Commercial banking theories and practices from a financial management perspective; operations, administration, overall asset-liability management of commercial banks, including bank services, credit and loan pricing and analysis, investment portfolio problems, profitability, cost control, and capital budgeting and analysis; implications of deregulation or re-regulation on the financial industry.

REC: Bus Adm 442 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

**BUS ADM 452. Business Analytics. 3 Credits.**

This course focuses on concepts pertaining to business analytics and its application in the business environment using various techniques. Upon completion of this course, the student will gain the knowledge of data summarization and visualization, descriptive and predictive data analytics and decision making along with a variety of analytics terminologies. The course covers various topics such as data description, data visualization, regression models, data mining, optimization models and simulations. Students also will be expected to learn how to apply analytic methods to real business data through performing hands-on examples and projects over the course of semester and using statistical packages (e.g., R, Tableau, XLMiner).

P: Bus Adm 216 or Math 260; and Bus Adm 350 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 460. Employee Development. 3 Credits.**

This course provides a detailed look at employee development and its three main functional areas: training, development, and performance management. The course is designed to demonstrate how training, development, and performance management are integrated to support the organization's business strategy as well as how they relate to other key human resource management functions, such as job analysis and design and compensation. Challenges to, and strategies for improving, the validity and reliability of employee assessment will also be discussed.

P: Bus Adm 362 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

**BUS ADM 462. Seminar in Human Resource Management. 3 Credits.**

Analysis of human resource problems and issues and their translation into corporate policies; urban, cultural and legal realities in human resource matters; decisions affecting the development and management of human resource policies.

P: Bus Adm 362 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

**BUS ADM 465. Recruitment and Selection. 3 Credits.**

This course provides a detailed look at staffing in organizations, including how organizations plan for their staffing needs, use job analysis to develop job descriptions and specifications, choose whether to recruit internally or externally, choose among job candidates, and use statistical analysis to validate selection criteria. The course examines and analyzes various recruitment methods and selection tools, as well as the theoretical and empirical support for each.

P: Bus Adm 362 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

**BUS ADM 466. Legal Issues in Human Resource Management. 3 Credits.**

This course provides a detailed look at the law pertaining to human resource management (HRM), including discrimination, occupational health and safety, labor standards, employee information and privacy, negligence, discipline and termination, employment contracts, and collective agreements. Students will learn the substantive law pertaining to HRM, the sources of that law, and how to identify and address legal risks.

P: Bus Adm 362 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

**BUS ADM 467. Compensation and Benefits Planning. 3 Credits.**

Theories of compensation and work motivation and their impact on various reward systems and the rationale for decisions affecting the selection of benefits.

P: Bus Adm 362 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

**BUS ADM 472. Leadership Development. 3 Credits.**

The course examines contemporary ideas of leadership and issues leaders will face in guiding the organization of the future. The topic is addressed from the perspective of skills and abilities that can be acquired and applied by the student. Theoretical concepts are tied into practice through a course project in the University or the community. The course is structured in a seminar format with an emphasis on discussion.

P: Bus Adm 389 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 478. Honors in the Major. 3 Credits.**

Honors in the Major is designed to recognize student excellence within interdisciplinary and disciplinary academic programs.

P: min 3.50 all cses req for major and min gpa 3.75 all UL cses req for major.

Fall and Spring.

**BUS ADM 481. Entrepreneurship & Small Business Management. 3 Credits.**

This course is designed to (1) provide students with classroom learning and practical application (via readings and research) of entrepreneurship and small business management, and (2) show students the vastness of knowledge that a small business owner needs to have including practical tools for understanding, creating, and growing a small business and an entrepreneurial environment in the business world. This course provides students with the insight and knowledge needed to become more competent and influential within their business, with their staff, within their industry, and within their communities. It increases students' appreciation and understanding of the many issues that entrepreneurs and small business owners face. Topics covered include failure, creative thinking, intellectual property, business models, strategic planning, investors, business planning, business ownership forms, franchising, buying and selling small businesses, small business marketing, e-commerce, pricing, financial planning, cash flow management, equity vs. debt financing, location, layout and design considerations, the global aspect of entrepreneurship, building (new venture) teams, creating culture, succession, and exit strategies.

P: Junior status; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate.

Fall and Spring.

**BUS ADM 482. Strategic Management. 3 Credits.**

The course focuses on the formulation, selection and implementation of business strategies through assessment of organizational performance; competitive, market and industry analysis; development of strategic positions and identification of strategic opportunities. Students practice strategic thinking for a cross section of business types from small, closely held to coporate, publicly-held, multiple business enterprises. The concepts and ideas of the course are explored through the analysis of case studies.

P: 85-earned credits; ACCTG 302, ECON 202, BUS ADM 322, BUS ADM 343, BUS ADM 350 and BUS ADM 389 and Bus Adm major or Acctg major and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 485. New Venture Acceleration. 3 Credits.**

In this course, students will be developing real high growth-oriented businesses based on an identified opportunity in the market. Topics include high growth-oriented firms and technology-based firms, business model design, customer development and acquisition, value proposition development, minimum viable product development, and skills to present well to equity investors.

P: Junior status; Bus Adm 371 and Bus Adm 373; Bus Adm major or minor or Acctg major or minor or Entrepreneurship Certificate.

Spring.

**BUS ADM 489. Organizational Culture & Change. 3 Credits.**

A macro organizational behavior course examining organizational environments, structure, power and politics, conflict, innovation, technology, and culture in the organizational setting.

P: Bus Adm 389 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 490. Strategic Decision Analysis. 3 Credits.**

Course draws on the conceptual, analytical and interpersonal concepts and skills developed throughout the course of study in Business and Accounting. Students participate in a cross-functional, community of practice environment designed to enhance holistic issue resolution.

P: 85-earned credits; Acctg 302, Econ 202, Bus Adm 322, Bus Adm 343, Bus Adm 350 and Bus Adm 389 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.

**BUS ADM 497. Internship. 1-12 Credits.**

Supervised practical experience in an organization or activity appropriate to a student's career and educational interests. Internships are supervised by faculty members and require periodic student/faculty meetings.

P: jr st; and major/minor in Bus Adm or major/minor in Acctg.

Fall and Spring.

**BUS ADM 498. Independent Study. 1-4 Credits.**

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript.

P: fr or so st with cum gpa > or = 2.50; or jr or sr st with cum gpa > or = 2.00.

Fall and Spring.

**BUS ADM 499. Travel Course. 1-6 Credits.**

Travel courses are conducted to various parts of the world and are led by one or more faculty members. May be repeated to different locations.

P: cons of instr & prior trip arr & financial deposit.