

Business

OBJECTIVES

Excellence

1. To prepare students to perform effectively and efficiently in business managerial positions so that they may accomplish their personal goals and objectives.

2. To produce students who have developed the strong personal and communication skills necessary to succeed in the business environment.

Connections

3. To produce graduates who possess an integrated knowledge of the functions and systems of business.

Responsibility

4. To develop a student with a refined curiosity about life and learning.

LEARNING OUTCOMES

Content Knowledge: Students in the Business Administration degree program will demonstrate functional knowledge of the concepts, vocabulary, principles and practices that are commonly used in the business environment.

Communication Skills: Students in the Business Administration degree program will demonstrate advanced communication skills using appropriate methodologies and technologies.

Critical Thinking and Analytical Reasoning Skills: Students in the Business Administration degree program will demonstrate critical thinking and analytical reasoning skills

Personal and Social Responsibility. Students in the Business Administration degree program will demonstrate an ability to incorporate diverse cultural perspectives, and ethical reasoning and action into decision making processes.

Inquiry and Integrated Learning: Students in the Business Administration Degree Program will demonstrate the ability to design and carry out an individual project that emphasizes practical applications of business concepts.

PROGRAMS

The College of Business at EOU offers a Master's of Business Administration, Bachelor of Science and Bachelor of Arts in Business Administration, a Bachelor of Science and Bachelor of Arts in Business/Economics, an Associate of Arts in Administrative Management, a Certificate in Office Management, and a minor in Business. Students may major in either Business Administration or Business/Economics but not both.

The entire undergraduate program is offered on-campus, online, and onsite through our partnerships with Blue

Mountain Community College, Mt. Hood Community College, and Treasure Valley Community College.

Students must have a grade of "C-" or better in all required courses with a grade point average of 2.00 or better to be eligible to graduate with an undergraduate degree in Business or to achieve the Business minor.

BACHELOR OF SCIENCE/BACHELOR OF ARTS BUSINESS ADMINISTRATION

The Bachelor of Science or Bachelor of Arts in Business Administration is a professional program designed to prepare students for graduate school or entry level positions in management, marketing, accounting, finance, and the tourism industry.

The program offers a solid grounding in the formal skills and knowledge bases of the primary functional areas of business, as well as practical applications of business concepts and technology. The first three years of the program are structured to meet these needs. The senior year provides the opportunity for the business student to gain a specialized knowledge in one of five professional concentration areas:

1. Marketing
2. Leadership, Organization and Management
3. International Business
4. Tourism
5. Accounting (junior and senior year)

Students must complete a minimum of 30 credits of upper division course work from the College of Business at Eastern Oregon University in order to graduate from EOU.

BUSINESS ADMINISTRATION PROGRAM REQUIREMENTS

Lower Division Core

BA 101 Intro to Business and the Global Environment (3)
(required for first year students only)

BA 131 Business Data Processing (3)
(or equivalent proficiency)

BA 211 Financial Accounting (4)

BA 213 Managerial Accounting (4)

BA 225 Report Writing (4)*

BA 254 Business Law (4)

ECON 201 Principles of Microeconomics (5)

ECON 202 Principles of Macroeconomics (5)

*Satisfies lower division university writing requirement

Required skill courses

STAT 243/244

College Algebra or above (**MATH 111**)

Expository Writing (**WR 121**)

Upper Division Core Courses

All business administration students will complete all upper division core courses or their equivalent. Equivalent courses will be at the 300 or 400 level.

BA 312 Principles of Marketing (5)

BA 321 Principles of Management (5)

BA 313 Principles of Finance (5)

BA 325 Information Management (3)

(prereq-computer skills at the level of an Intro to Business Data Processing course.)

BA 411 Business Ethics & Regulation (4)

Concentrations

Upon completion of the upper division core, students will choose from one of the five concentrations within the Business Administration degree program. Concentrations are normally completed in the senior year of a student's program. Credit within the concentration may, with adviser approval, be met via APEL. BA 490 Senior Project serves as the concentration capstone.

MARKETING

The purpose of the marketing concentration is to prepare students for careers in marketing and public relations. The marketing concentration helps to prepare the student for a variety of careers as well as giving them a foundation of important business principles. Possible career areas to explore include: Advertising, Public Relations, Retailing, E-Commerce, Market Research, and Product Management.

Required:

BA 490 Senior Project (5) (capstone)*

BA 498 Business Policy and Strategy (5)*

*Satisfies upper division university writing requirement (UWR)

Electives: 15 credits. Students will select from the following list or other approved marketing courses:

BA 450 Retailing (5)

BA 464 Promotional Strategy (5)

BA 465 Consumer Behavior (5)

BA 485 International Marketing (5)

LEADERSHIP, ORGANIZATION, AND MANAGEMENT

The purpose of the leadership, organization, and management concentration is to prepare students for entry level supervisory positions in both for profit and not-for-profit organizations as well as prepare students for starting and running their own business. Possible career areas to explore include: Personnel Management, Recreational Management, Hospital Administration, Operations Management, Non-Profit Administration, Small Business Management.

Required:

BA 490 Senior Project (5) (capstone)*

BA 498 Business Policy and Strategy (5)*

*Satisfies upper division university writing requirement (UWR)

Electives: 15 credits. Students will select from the following list or other approved management courses:

BA 451 Human Resource Management (5)

BA 460 Entrepreneurship (5)

BA 461 Organizational Behavior (5)

BA 462 Leaders and Leadership Process (5)

BA 482 Project Mgt, Planning & Control (5)

BA 487 International Management (5)

INTERNATIONAL BUSINESS

The purpose of the international business concentration is to prepare students for careers with companies with an international focus. Possible career areas to explore include: International Trade, International Business Management, Foreign Exchange, and International Marketing.

Required:

BA 490 Senior Project (5) (capstone)*

BA 498 Business Policy and Strategy (5)*

*Satisfies upper division university writing requirement (UWR)

Electives: 15 credits. Students will select from the following list or other approved courses or international experience:

BA 484 International Business (5)

BA 485 International Marketing (5)

BA 487 International Management (5)

BA 486 International Finance (5)

TOURISM

This concentration will prepare students for work in one of the fastest growing career tracks in the world. Eastern Oregon University has partner relations with Blue Mountain Community College and Mt. Hood Community College. Specific coursework is available from highly qualified faculty in the areas of hospitality, gaming and tourism.

Required:

BA 490 Senior Project (5) (capstone)*

BA 498 Business Policy and Strategy (5)*

*Satisfies upper division university writing requirement (UWR)

Electives: 15 credits. Students will select as follows:

Choose 1 of the following:

BA 451 Human Resource Management (5)

BA 464 Promotion Strategy (5)

Choose 2 of the following:

BA 431 Gaming Marketing (5)

BA 432 Hospitality Operations Management (5)

BA 433 Gaming Law (5)

BA 434 Hospitality Law (5)

BA 436 Strategic Travel and Tourism Management (5)

BA 438 The Tourism System (5)

ACCOUNTING

The purpose of the accounting concentration is to prepare students for careers in public accounting, corporate accounting, or not-for-profit accounting. BA 211 and BA 213 are prerequisites for this concentration.

BA 333 Individual Income Tax (5)*

BA 383 Intermediate Accounting I (5)

- BA 384** Intermediate Accounting II (5)
- BA 385** Intermediate Accounting III (5)
- BA 428** Auditing (5)*
- BA 419** Advanced Accounting (5) (capstone)
- BA 421** Cost Accounting (5)
- *Satisfies upper division university writing requirement (UWR)

ACCOUNTING CPA TRACK

- Add to Accounting Concentration
- BA 334** Corporate Tax (3)
- BA 420** Non-Profit Accounting (3)

Courses in the upper division Accounting Concentration may be replaced by equivalent courses from other colleges with adviser approval. Upper division requirements may not be met at the 100 or 200 level.

TYPICAL FOUR -YEAR PLAN: ACCOUNTING CONCENTRATION

YEAR 1

- BA 101** Introduction to Business & Global Environment (3)
- BA 131** Business Data Processing (3)
- WR 121** Expository Writing (4)
- Math 111** or **241** (4)
- GEN ED electives (32)

Total 46

YEAR 2

- BA 225** Report Writing (4)
- BA 254** Business Law (4)
- BA 211** Financial Accounting (4)
- BA 213** Managerial Accounting (4)
- ECON 201** Microeconomics (5)
- ECON 202** Macroeconomics (5)
- GEN ED electives (20)

Total 46

YEAR 3

- BA 321** Principles of Management (5)
- BA 312** Principles of Marketing (5)
- STAT 243/244** Statistics (5)
- BA 313** Principles of Finance (5)
- BA 325** Information Management (3)
- BA 383** Intermediate Accounting I (5)
- BA 384** Intermediate Accounting II (5)
- BA 385** Intermediate Accounting III (5)
- BA 411** Business Ethics and Regulation (4)
- Electives (4)

Total 46

YEAR 4

- BA 333** Individual Income Tax (5)
- BA 334** Corporate Tax* (3)
- BA 419** Advanced Accounting (5)
- BA 420** Not-for-Profit Accounting* (3)
- BA 428** Auditing (5)
- BA 421** Cost Accounting (5)
- Electives (20)

Total 46

*Recommended for students planning on taking the CPA exam.

TYPICAL FOUR-YEAR PLAN ALL OTHER CONCENTRATIONS.

YEAR 1

- BA 101** Introduction to Business & Global Environment (3)
 - BA 131** Business Data Processing (3)
 - WR 121** Expository Writing (4)
 - Math 111** (4)
 - GEN ED and other electives (32)
- Total 46**

YEAR 2

- BA 225** Report Writing (4)
 - BA 254** Business Law (4)
 - BA 211** Financial Accounting (4)
 - BA 213** Managerial Accounting (4)
 - ECON 201** Microeconomics (5)
 - ECON 202** Macroeconomics (5)
 - GEN ED and other electives (20)
- Total 46**

YEAR 3

- BA 321** Principles of Management (5)
 - BA 312** Principles of Marketing (5)
 - STAT 243/244** Statistics (5)
 - BA 313** Principles of Finance (5)
 - BA 325** Information Management (3)
 - BA 411** Business Ethics and Regulation (4)
 - General electives or study abroad (19)
- Total 46**

CONCENTRATIONS: SENIOR YEAR

YEAR 4

MARKETING

- BA 450** Retailing* (5)
 - BA 464** Promotion Strategy* (5)
 - BA 465** Consumer Behavior* (5)
 - *Or approved marketing elective
 - BA 498** Business Policy and Strategy (5)
 - BA 490** Senior Project (5)
 - General Electives (20)
- Total 45**

YEAR 4

LEADERSHIP, ORGANIZATION, AND MANAGEMENT

- BA 460** Entrepreneurship* (5)
 - BA 461** Organizational Behavior* (5)
 - BA 462** Leaders & the Leadership process (5)
 - BA 482** Project Management, Planning and Control* (5)
 - *Or approved management elective
 - BA 498** Business Policy and Strategy (5)
 - BA 490** Senior Project (5)
 - General Electives (20)
- Total 45**

YEAR 4

INTERNATIONAL BUSINESS

- BA 484** International Business (5)
- BA 485** International Marketing* (5)
- BA 486** International Finance* (5)

BA 487 International Management* (5)
 *Or approved international business elective
BA 498 Business Policy and Strategy (5)
BA 490 Senior Project (5)
 General Electives (20)

Total 45

YEAR 4

TOURISM

BA 451 Human Resource Management (5) or
BA 464 Promotion Strategy (5)
 Two of the following (for total of 10)
BA 431 Gaming Marketing* (5) or
BA 432 Hospitality Operations Management* (5) or
BA 433 Gaming Law* (5) or
BA 434 Hospitality Law* (5) or
BA 436 Strategic Travel & Tourism Management* (5) or
BA 438 The Tourism System* (5)
 *Or approved tourism elective

Required:

BA 498 Business Policy & Strategy (5)
BA 490 Senior Project (5)
 General Electives (20)

Total 45

BACHELOR OF SCIENCE OR BACHELOR OF ARTS BUSINESS/ECONOMICS

The Bachelor of Science or Bachelor of Arts in Business/Economics is a liberal arts program designed to give students a strong theoretical background in business and economics. Graduates in this degree will be prepared for graduate programs in business, economics, or related fields; or to pursue careers in the areas of management, accounting, finance, and economics.

Students must complete a minimum of 30 credits of upper division course work from the College of Business at Eastern Oregon University in order to graduate from EOU.

REQUIREMENTS FOR THE BACHELOR OF SCIENCE OR BACHELOR OF ARTS IN BUSINESS/ECONOMICS

Lower Division Core

BA 211 Financial Accounting I (4)
BA 213 Managerial Accounting (4)
ECON 201 Principles of Microeconomics (5)
ECON 202 Principles of Macroeconomics (5)*
 *Satisfies lower division university writing requirement (UWR)

Required Skill Courses

WR 121 or **WR 131** or **TSWE>50** (4)
MATH 241 Survey of Calculus (5)
STAT 243 or
PSY 244 Statistics (5)

Upper Division Core

BA 321 Principles of Management (5)
BA 313 Principles of Finance (5)
ECON 340 Managerial Economics (Micro) (5) or

AREC 311 Micro Theory (4)
ECON 318 Money and Banking (5)* or
ECON 375 Macro Theory (5)
 *Satisfies upper division university writing requirement (UWR)

Upper Division Electives

Minimum 5 credits from each discipline.

Capstone

BA 498 Business Policy and Strategy (5)* Or
ECON 407 Capstone (5)
 *Satisfies upper division university writing requirement (UWR)

TYPICAL FIRST YEAR CURRICULUM

MATH 111 College Algebra (4)
WR 121 Expository Prose Writing (4)
MATH 241 Survey Calculus (4)
 General education and other electives (30)

TYPICAL SECOND YEAR CURRICULUM

BA 211 Financial Accounting (4)
BA 213 Managerial Accounting (4)
ECON 201 Principles of Microeconomics (5)
ECON 202 Principles of Macroeconomics (5)
 General education and other electives (30)

TYPICAL THIRD YEAR CURRICULUM

BA 321 Principles of Management (5)
ECON 340 Managerial Econ (5) or
AREC 311 Microeconomic Theory (4)
STAT 243 Elementary Statistics (4)
STAT 244 Elementary Statistics (4)
ECON 318 Money & Banking (5) or
ECON 375 Macroeconomic Theory (5)
BA 313 Principles of Finance (5)
 Electives (20)

TYPICAL FOURTH YEAR CURRICULUM

Upper division business elective (5)
 Upper division economics elective (5)
 Capstone (5)
 Electives (30)

ASSOCIATE OF ARTS IN ADMINISTRATIVE MANAGEMENT

The College of Business offers a two-year Associate of Arts degree in Administrative Management. The program is regional in nature and is intended to provide the skills and background necessary for employment in the complex and computerized world of the modern business office. The Administrative Management degree curriculum is offered on-campus, onsite, and online.

Business Core

BA 101 Introduction to Business (3)
BA 131 Business Data Processing (3)
BA 114 Access (1)
BA 114 Excel (1)
BA 114 Power Point (1)

- BA 211** Financial Accounting (4)
- BA 213** Managerial Accounting (4)
- BA 220** Gender/Work in Society (5)
- BA 225** Report Writing (4)
- BA 254** Business Law (4)
- BA 209** Practicum (5)

General Education Requirements

- Math 105** Lotteries and Loans (4)
- WR 121** Expository Prose Writing (4)
- ECON 201** Microeconomics (5)
- ECON 202** Macroeconomics (5)
- Electives (37)

CERTIFICATE IN OFFICE MANAGEMENT

The curriculum leading to a Certificate in Office Management includes 45 credit hours of skills courses and work experience necessary for employment in the modern business office. Through the Certificate program, students are able to develop or upgrade their skills in business data processing, software applications, basic accounting, business communications, and business law. In addition, students are required to complete a practicum (internship) in a business office.

- BA 101** Introduction to Business (3)
- BA 131** Business Data Processing (3)
- BA 114** Access (1)
- BA 114** Excel (1)
- BA 114** Power Point (1)
- BA 225** Report Writing (4)
- WR 121** Expository Prose Writing (4)
- BA 254** Business Law (4)
- BA 211** Financial Accounting (4)
- BA 220** Gender/Work in Society (5)
- ECON 201** Microeconomics (5)
- MATH 100** or above (4)
- BA 209** Practicum (6)

OTHER PROGRAMS

Students seeking less structured education in Business should consider working toward a BA or BS in Liberal Studies with Business as one of the subject areas. It is possible within this program to blend the study of Business with another discipline. See the Liberal Studies Degree section of this catalog.

BUSINESS MINOR

For students who seek an intensive introduction to Business while pursuing other majors, the Business Division offers a minor in Business.

The business minor is a 30 credit hour requirement of business classes designed to provide students majoring in another discipline knowledge of the environment of business and in the principles of business.

Students must complete a minimum of 15 credits (10 of which must be upper division) in the minor from the College of Business at Eastern Oregon University.

The minor in Business consists of:

Lower Division Requirements

- BA 101** Introduction to Business (3)
(For first year students only. Upper division students may substitute an upper division business elective).
- BA 211** Financial Accounting I (4)
- BA 213** Managerial Accounting (4)
- BA 254** Business Law (4)

Upper Division Requirements (15 credits minimum)

- BA 312** Principles of Marketing (5)
- BA 321** Principles of Management (5)
- BA upper division electives (5)

MASTER OF BUSINESS ADMINISTRATION DEGREE (MBA)

The MBA program at Eastern Oregon University provides a quality package of professional training and enhancement. It particularly meets the needs of those who expect to become innovative business leaders, effective managers, and competitive entrepreneurs in the 21st century. The MBA program is accredited by the International Assembly for Collegiate Business Education (IACBE).

Customized curriculum

The program provides comprehensive training to update students' professional knowledge in areas such as business strategy, innovative management, marketing, information systems, project design, and modern financial management. With input from students at the start of study, the program is customized to specific needs, career objectives, and professional backgrounds of students.

Flexible delivery format

The program gives significant consideration to time- and place-bound individuals. Relying on a mixture of synchronous and asynchronous course delivery formats helps working individuals complete their study efficiently and conveniently. While utilizing Web site instruction, video conferencing, and satellite teaching, in conjunction with individualized studies, the program conducts onsite face-to-face teaching. Moreover, students are able to get help from instructors through electronic communication at all times. This program is available in La Grande and at Mt. Hood Community college in Gresham. Off-site locations currently include Hermiston, Clackamas, and Ontario. Offsite locations are determined by enrollment, and are not guaranteed. The program is not an online delivery program.

Applied approach

The program places a particular emphasis on the application of inter-disciplinary learning with its case - and project - intensive training methods. Students undertake case analyses, hands-on projects, and simulation exercises. They also have the opportunity to conduct real business consultation, project design, and strategy development. Upon completion of study, participants will have built up a whole repertoire of applied skills and techniques in major areas of modern management.

Curriculum

The curriculum is composed of different sectors – the Pre-requisite, the Core, and the Master Thesis/ Project. All MBA students are required to accomplish 45-credit hours of graduate coursework.

For those applicants who do not have a business degree or minor and/or who cannot demonstrate competency in the foundations of business, management, marketing and accounting/finance, the following prerequisite courses are required. Other basic prerequisites may also be required. See Admissions below.

Prerequisite courses

Management **BA 321** or equivalent
 Finance **BA 313** or equivalent
 Accounting **BA 211/213** or equivalent
 Marketing **BA 312** or equivalent

Competency can be demonstrated through coursework or professional reference and portfolio.

For those students who have a baccalaureate degree or minor in business and who can demonstrate competency in the aforementioned prerequisites, the MBA curriculum starts with the core, and finishes with the master's project.

MBA COURSES

BA 515 Marketing Strategy and Techniques (5)
BA 520 Financial Strategies and Techniques (5)
BA 530 Contemporary Management & Organization (5)
BA 540 Operations Management (5)
BA 550 Management Information Systems (5)
BA 560 Business Ethics, Government, and Society (5)
BA 570 International Business: Strategy & Techniques (5)
BA 580 Competition and Strategic Management (5)

MBA Project

BA 699 Master Project (5)

Total credit hour requirement at the graduate level 45

ADMISSIONS

Students must be admitted as both a graduate student to Eastern Oregon University AND admitted to the College of Business MBA program.

For applications for graduate school and the MBA program, please see the EOU website: www.eou.edu/business/MBA or e-mail to business@eou.edu or call College of Business at (541) 962-3668 for links and instructions for both of the applications.

MBA PROGRAM ADMISSION REQUIREMENTS

Students must possess a baccalaureate degree (whether business or not), with a cumulative undergraduate GPA of 3.0 or higher as a standard. Consideration will be given to candidates who, in their last 60-quarter hours of college/ university work attained a 3.0 or higher or for candidates whose cumulative GPA in professional business and business-related courses totaling 60-quarter hours or more averages 3.0 or higher.

Applicants whose baccalaureate degrees are not in business are required to take certain designated undergraduate courses, besides meeting the previously listed requirements. For example, if one lacks fundamental knowledge/skills of mathematics, economics, and/or statistics, he/she will be directed

to take the relevant undergraduate courses to meet the Common Professional Component (CPC) expectations specified by the accreditation institution, IACBE.

Submit the MBA application to the address on the application, along with the following documents:

1. Official GMAT score report (test must have been taken within last 5 years.) The total score standard is 500.
2. Cover letter and resume.
3. Transcripts. Unofficial copies are suitable at the initial stages of program consideration.

International students whose first language is not English are required to take official TOEFL tests with a minimum score of 520/190 on the computer-based test, in addition to having their baccalaureate degrees and taking the GMAT test.

The College of Business will begin reviewing applications for the fall cohorts on the previous April 1. Priority will be given to applicants that apply by June 15. Applications will be accepted after June 15 based on space available. The cohorts are limited in enrollment size. Cohorts start the fall term.

Meeting the above requirements does not guarantee admission. Using a comprehensive evaluation system, the MBA Committee will review all applications on a case-by-case basis in terms of their readiness and qualifications. While the committee selects the best and most qualified candidates, they will direct other applicants to take certain necessary preparatory action in order to be admitted to the program.

The program coordinator may approve as many as 10-quarter hours of credit into the MBA program. Not all graduate business courses from other institutions may be transferable. This transfer is made on a case-by-case basis.

BUSINESS COURSE DESCRIPTIONS

BA 101 – Intro to Business & Global Envir Credits: 3.00

An introduction to the role of business in society, its historical roots, and the major functional areas of business. Provides an overview of the business system to help business majors determine an area of concentration and introduces non-majors to the field of business. (Required for all freshmen Business majors.)

BA 114 Micro topic Credits: 1.00 TO 5.00

Software and hardware instruction on various topics.

BA 131 - Business Data Process Credits: 3.00

An introduction to the hardware and software components of computer systems. Study will include operating systems and a significant introduction to spreadsheet operations. Students will be required to demonstrate competence in word processing and data base analysis in the course.

BA 209 - Practicum Credits: 1.00 TO 5.00

A planned and supervised work experience at an introductory level designed to offer students opportunity to explore or finalize career goals. The work experience extends the

student's learning experience beyond the classroom through approved learning objectives.

BA 210 – Selected Topics Credits: 1.00 to 6.00

Topics designed to meet the current needs of students.

BA 211 - Financial Accounting Credits: 4.00

Introduction to financial statements prepared by accountants for business entities. Emphasis of the course is upon the fundamental procedures involved in the preparation of financial data for presentation to outside users. Prerequisite: MATH 070.

BA 213 - Managerial Accounting Credits: 4.00

A study of the development, presentation, and interpretation of accounting information utilized by management in decision making, planning and control. Prerequisite: BA 211.

BA 220 - Gender/Work&Society*SSC Credits: 5.00

Gen Ed Core-Social Sciences

This course is cross listed with GEND 220. This course will explore the gender implications of women's participation in American business. Women's participation in the major economic transformation effecting American life is powerful. Women have played a large role in the emergence of American capitalism, the creation of laboring and professional classes, and the institutionalization of property ownership and law. This course explores substantive issues that impact women in business using gender as a category of analysis to determine the meaning of business inclusive of both the feminine and masculine.

BA 225 - Report Writing Credits: 4.00

Analysis of methods of investigating, collecting, organizing, and presenting data for formal and informal business reports. Prerequisite: WR 121 or WR 131.

BA 230 – Ambassador Training & Leadership Credits: 1.00

This course offers an overview of the Student Ambassador position. Topics of study include but are not limited to campus knowledge, role in recruitment, student development theory, communication, leadership, tour etiquette and best practices. Prerequisite: Permission of Instructor.

BA 254 - Business Law Credits: 4.00

Nature, origin and philosophy of law and procedures. Study of law of contracts and sales.

BA 310 - Selected Topics Credits: 1.00 TO 6.00

Topics designed to meet the current needs of students. Student must have at least sophomore standing to register for this course.

BA 312 - Principles Of Marketing Credits: 5.00

An introductory course focusing on the methods of identifying and interpreting wants and needs of consumers, selecting the particular wants and needs the organization will satisfy, and determining the proper mix of product, price, promotion and place. Lecture and readings are blended with problems and cases for class discussion. Student must have at least sophomore standing to register for this course.

BA 313 - Principles Of Finance Credits: 5.00

An introductory course focusing on the allocation of resources for investments in short- and long-term assets, decisions with respect to debt and equity financing, dividend policy decisions, and securities decisions. Lectures and readings are blended with problems and cases for class discussion. Prerequisite: BA 213, ECON 201 and STAT 315. Student must have at least sophomore standing to register for this course.

BA 321 - Principles Of Management Credits: 5.00

Study of primary functions of management of goal-directed organizations. Analysis of the internal organization structure and of management roles within complex organizations. Study of structural bases, work-flow pattern, leadership patterns, and control systems upon human behavior. Student must have at least sophomore standing to register for this course.

BA 325 - Information Management Credits: 3.00

This course will provide students with significant experience in the use of information systems in organizations. A knowledge of the sophisticated use of information systems is a necessary component of any business program. Student must have at least sophomore standing to register for this course.

BA 328 - Personal Finance Planning Credits: 5.00

Personal Financial Planning is designed to give students an understanding of methods and procedures for establishing life financial goals. Through reading, selected exercises and projects, the students will explore many facets of personal financial planning. Student must have at least sophomore standing to register for this course.

BA 332 - Investments Credits: 3.00

Principles of investment in stocks and bonds; securities analysis and market operation. Student must have at least sophomore standing to register for this course.

BA 333 - Individual Income Tax Credits: 5.00

A study of the federal income tax system as it relates to the taxation of the individual, including a survey of the historical development of the tax law, tax research techniques, technical tax provisions and tax planning. Prerequisite: BA 213 and BA 225. Student must have at least sophomore standing to register for this course.

BA 334 - Corporation Tax Credits: 3.00

A study of the federal income tax system as it relates to corporations, partnerships, estates, and trusts. Throughout the study of the various technical tax provisions, tax research techniques are emphasized. Prerequisite: BA 213. Student must have at least sophomore standing to register for this course.

BA 346 - E-Commerce Strategy Credits: 3.00

This course presents the strategic themes and issues that are associated with success in the networked economy including an introduction to the Internet, the basics of finding market opportunities and selling on the Internet, and basic Internet business models. Prerequisite: None, but BA 321 and BA 312

are recommended. Student must have at least sophomore standing to register for this course.

BA 347 - Workplace Diversity Credits: 3.00

This class will explore the cultural aspects of Diversity in the Workplace. Attitudes and perceptions have resulted in typecasting persons of different ethnic, social, cultural and religious backgrounds. These accepted practices have evolved through centuries of discrimination. To understand the workforce demographics of today, students will explore the history of selected minorities. By analyzing the historical perceptions of cultures from a different perspective, the students will develop a better understanding of the current struggles of ethnic cultures. Student must have at least sophomore standing to register for this course.

BA 354 Administrative Law and Process Credits: 3.00

This course examines the constitutional basis for administrative regulation, and the legal relationship between administrative agencies and private individuals. We will study administrative agency rulemaking, enforcement and adjudication functions, as well as statutory constraints on agency procedure and judicial oversight of agency action. Student must have at least sophomore standing to register for this course.

BA 365 – Marketing Research Credits: 5.00

Market Research is the process of gathering and analyzing information about customers and competitors in the market. Market Research is conducted in an effort to reduce the risk; more information results in better product planning decisions. The class explores the different research tools that are available to the marketer. Students will engage in activities that demonstrate practical application of theory. Prerequisite: BA 312. Student must have at least sophomore standing to register for this course.

BA 366 - Management Science Credits: 5.00

Management decision processes utilizing mathematical models and computer software. Models include mathematical programming, decision theory, simulation and others. Prerequisite: MATH 111. Student must have at least sophomore standing to register for this course.

BA 383 – Intermediate Account I Credits: 5.00

A comprehensive study of generally accepted accounting principles and procedures underlying valuation, income measurement and the preparation of financial data. Must be taken in sequence. Prerequisite: BA 213. Student must have at least sophomore standing to register for this course.

BA 384 - Intermediate Account II Credits: 5.00

A comprehensive study of generally accepted accounting principles and procedures underlying valuation, income measurement and the preparation of financial data. Must be taken in sequence. Prerequisite: BA 213. Student must have at least sophomore standing to register for this course.

BA 385 - Intermediate Account III Credits: 5.00

A comprehensive study of generally accepted accounting principles and procedures underlying valuation, income measurement and the preparation of financial data. Must be

taken in sequence. Prerequisite: BA 213. Student must have at least sophomore standing to register for this course.

BA 403 - Capstone Credits: 5.00

Capstone course for Liberal Studies Pre-Approved Program in Business and Psychology. Student must have at least junior standing to register for this course.

BA 405 - Selected Topics Credits: 3.00

Student must have at least junior standing to register for this course.

BA 407 - Seminar Credits: 1.00 TO 15.00

Student must have at least junior standing to register for this course.

BA 408 - Job Search Skills Credits: 1.00

Class is designed to assist students in preparing for the job search process. Students will have the opportunity to prepare resumes, write cover letters, practice interviewing skills, and research employers. Class structure will include lecture, discussion and special events. Grade will be based on the satisfactory completion of all assignments. Work must be of high quality and presentable to employers. Student must have at least junior standing to register for this course.

BA 409 - Practicum Credits: 1.00 TO 15.00

(Internship Experience) A planned and supervised work experience in business, industry, and public agencies, extending the student's learning experience by combining classroom principles and work application. Learning objectives must be approved by instructor. No more than five (5) credit hours may be applied to the Business Administration specialization. Prerequisite: Junior standing, BA 312 and 321, and consent of instructor. Student must have at least junior standing to register for this course.

BA 410 - Selected Topics Credits: 1.00 TO 6.00

Selected topics in business. Student must have at least junior standing to register for this course.

BA 411 - Business Ethics & Regulation Credits: 4.00

An examination of the legal, regulatory, and ethical environment of business. Topics will include agency relationships, business organization, antitrust regulation, securities regulation, administrative agencies and employment law. In addition, students will investigate the many ethical challenges facing individuals and organizations in the business environment. Student must have at least junior standing to register for this course.

BA 419 - Advanced Accounting Credits: 5.00

An in-depth examination of the principles, procedures, and theory applicable to accounting for partnerships and corporate consolidations. Other topics include home and branch office accounting, business combinations, and governmental accounting. Prerequisite: BA 385. Student must have at least junior standing to register for this course.

BA 420 - Non-Profit Accounting Credits: 3.00

An in-depth examination of the principles, procedures and theory applicable to accounting for not-for-profit organizations. Types of organizations covered include state and local

governments, hospitals, colleges, health-welfare and other non-profit organizations. Prerequisite: BA 213 Student must have at least junior standing to register for this course.

BA 421 - Cost Accounting Credits: 5.00

A study of the concepts, purposes, and terminology underlying cost accounting. Topics include job-order costing and processing, cost-volume-profit relationships, standard costs, joint-product costs and by-product costs, capital budgeting, cost allocation, and the planning, control, and valuation of inventory. Relevant to preparation for the CMA and CPA examinations. Prerequisite: BA 213. Student must have at least junior standing to register for this course.

BA 422 - Advanced Cost Accounting Credits: 3.00

Student must have at least junior standing to register for this course.

BA 426 - Accounting Theory Credits: 5.00

An in-depth examination of the development and present state of accounting theory. Topics include corporate financial reporting, income and expense determination, asset valuation long-term commitments, and stockholder's equity. Emphasis is placed on preparation for the theory section of the CPA examination. Prerequisite: BA 385. Student must have at least junior standing to register for this course.

BA 428 - Auditing Credits: 5.00

An introduction to auditing and the auditing profession. Topics include generally accepted auditing standards, generally accepted accounting procedures, the auditor's opinion, the development and use of audit programs, professional responsibilities, and the acquisition and evaluation of audit evidence. Relevant to preparation for the auditing section of the CPA examination. Prerequisite: BA 225 and BA 385. Student must have at least junior standing to register for this course.

BA 430 - Small Business Consulting Credits: 5.00

Students will participate as consulting members of the Small Business Institute located on campus. Student consulting teams will work with regional business firms to assist them in improving their business operations. Some travel by students will be required to client sites in northeast Oregon. Prerequisite: Senior standing. Completion of junior business administration core. Student must have at least junior standing to register for this course.

BA 431 - Gaming Marketing Credits: 5.00

Strategic marketing of tribal gaming operations. Student must have at least junior standing to register for this course.

BA 432 - Hospitality Operations Mgmt Credits: 5.00

Strategic management of hospitality operations Student must have at least junior standing to register for this course.

BA 433 - Gaming Law Credits: 5.00

Federal and state regulation of tribal gaming. Student must have at least junior standing to register for this course.

BA 434 - Hospitality Law Credits: 5.00

Federal and state regulation of hospitality law. Student must have at least junior standing to register for this course.

BA 436 - Strategic Travel/Tourism Mgmt Credits: 5.00

Principles and practices of strategic travel and tourism management. Student must have at least junior standing to register for this course.

BA 438 - The Tourism System Credits: 5.00

Understanding the structure and function of the tourism system. Student must have at least junior standing to register for this course.

BA 447 - Manage Finance Credits: 5.00

Student must have at least junior standing to register for this course.

BA 450 - Retailing Credits: 5.00

Operations of retailing firms; coordination of retailing practice; planning for retail operations. Prerequisite: BA 312, 321. Student must have at least junior standing to register for this course.

BA 451 - Human Resource Mgmt Credits: 5.00

Study of the personnel function and its relationship to the objectives of the organization. Examination of human resource management as a primary function of all managers. Analysis of personnel problems involved in the selection, appraisal, and development of the work force in business organization. Prerequisite: BA 321. Student must have at least junior standing to register for this course.

BA 454 - Product Plan & Development Credits: 3.00

Study of the management process of developing and marketing new products to meet the wants and needs of consumers. Prerequisite: BA 312. Student must have at least junior standing to register for this course.

BA 460 - Entrepreneurship Credits: 5.00

The content of this course is focused on the processes involved in defining and solving problems associated with meeting the needs of internal and external customers of the firm. The course also provides a context for assessing and understanding modern intrapreneurship and entrepreneurship. Prerequisite: BA 321. Student must have at least junior standing to register for this course.

BA 461 - Organizational Behavior Credits: 5.00

Study of behavior in organizations at the individual, small group, intergroup and organizational levels. Students participate in projects applying behavioral science principles, such as theories of motivation, leadership and conflict resolution, to organizations and the process of change. Prerequisite: BA 321. Student must have at least junior standing to register for this course.

BA 462 - Leaders & Leadership Process Credits: 5.00

This course is an in-depth examination of leadership from a practical and a theoretical perspective. Study of a combination of classical theories and current writings will enable the student to develop deep insights into what leadership really is. Students will apply their study to current and historic leaders. This course is a Leadership, Organization and Management Option course. Student must have at least junior standing to register for this course.

BA 464 - Promotion Strategy Credits: 5.00

Study of the alternative persuasive communication media available to firms. Determination of effective promotion strategies combining advertising, inter-personal communication, sales promotion and publicity. Prerequisite: BA 312. Student must have at least junior standing to register for this course.

BA 465 - Consumer Behavior Credits: 5.00

Study of purchasing behavior, or why people buy what they buy. Consumer behavior is an exciting and challenging subject... it's about people, marketing, and the consumer marketplace itself. Prerequisite: BA 312. Student must have at least junior standing to register for this course.

BA 466 - Managerial Projects Credits: 5.00

Practical application of management and/or marketing concepts and fundamentals to real-world or simulated-world situations. Student must have at least junior standing to register for this course.

BA 471 - Independent Business Mgmt Credits: 3.00

Study of operational management of independent businesses including analysis of location, markets, risks, financing, merchandising, inventory and time control. Student must have at least junior standing to register for this course.

BA 481 - Production & Operations Mgmt Credits: 5.00

An introductory course focusing on the management of the operations function; on the analysis, design, planning, and controlling of production processes; on the determination of plant layout and location; and on other quantitative techniques needed. Prerequisite: MATH 241, STAT 315, 316. Student must have at least junior standing to register for this course.

BA 482 - Project Mgmt/Planning/Control Credits: 5.00

Managing projects is one of the key aspects in today's business operations. It requires a blend of theory and practice. In this course, emphasis will be given to practical examples. Students will learn how to manage projects by focusing on project planning, organization, team building, and effective control mechanisms. Student must have at least junior standing to register for this course.

BA 484 - International Business Credits: 5.00

An upper division introduction to the financial, cultural, marketing, and operational aspects of doing business overseas. Special emphasis is given to cultural factors and the role of the multi-national enterprise. Prerequisite: BA 312, 321. Student must have at least junior standing to register for this course.

BA 485 - International Marketing Credits: 5.00

Covers basic theories, strategies and skills in the field of marketing and serves as a training process through which students develop their marketing skills, and the capability of strategy formulation and operation planning in a global market. Prerequisite: BA 312. Student must have at least junior standing to register for this course.

BA 486 - International Finance Credits: 5.00

The focus of this course is on the financial problems faced by

multinational companies (MNC's). The first part of the course deals with the international financial environment and the foreign exchange market. The second part deals with foreign exchange risk. The last part of the course covers a number of financial problems faced by MNC's. Prerequisite: BA 313. Student must have at least junior standing to register for this course.

BA 487 - International Management Credits: 5.00

This course introduces theories, concepts, principles, and functional and operational aspects of international management. Students will also be exposed to an array of social, economic, political, and cultural forces in the global environment. Prerequisite: BA 321. Student must have at least junior standing to register for this course.

BA 490 - Senior Project Credits: 5.00

Capstone Students within a concentration in the Business Administration degree program will conduct an activity that will provide a culminating experience within their concentration and will result in an academic product. Prerequisite: minimum of 130 credits, 40 of which have a BA or EC prefix, BA 225, BA 312, BA 313, and BA 321. Student must have at least junior standing to register for this course.

BA 498 - Business Policy & Strategy Credits: 5.00

The course helps students integrate, focus, and apply the business and economic knowledge and skills they have acquired through complex real-world business case studies. Prerequisites: BA 225, BA 312, BA 313, and BA 321. Student must have at least junior standing to register for this course.

BA 507 - Seminar Credits: 1.00 TO 6.00

Seminar. Student must have graduate standing to register for this course.

BA 510 - Selected Topics Credits: 1.00 TO 6.00

Special Topics. Student must have graduate standing to register for this course.

BA 515 - Marketing Strategies & Tech Credits: 5.00

This course deals with the development of marketing strategies for services and products in the current, very dynamic, marketing environment. Course objectives include: the development of the skills and techniques needed to form successful marketing strategies; an enhancement of analytical abilities to discern patterns and discrete pivotal events in company history; an enhancement of writing and presentation skills focused on presenting ideas based on deep analysis of data. The course will focus on the development of viable marketing strategies based on extensive data from current companies in the marketplace. Marketing is pervasive in the activities of any organization and developing successful marketing strategies is central to the survival of that organization. Student must have graduate standing to register for this course.

BA 520 - Financial Strategies/Tech Credits: 5.00

This course deals with the concepts and skills involved in financial management. Emphasis is placed on developing an understanding of the core responsibilities of the financial manager in creating and maintaining wealth. Through the

use of the course text, classroom lectures, case studies, and assigned reading the student will gain an understanding of the scope and complexity of financial management with respect to capital budgeting, capital structure, and financing options through the capital markets. Student must have graduate standing to register for this course.

BA 530 - Contemporary Mgmt & Org Credits: 5.00

This course applies the disciplinary concepts and theories to the functions of modern management and organizations. It adopts a hands-on approach toward the learning of advanced skills and approaches to task planning, decision making, and problem solving. Various techniques of management are introduced and practiced through research work, case analysis, and project design. The training challenges students to manage through innovation and enhances their leadership capabilities. By reviewing the impact of changing social, economic, and technological environments, the class examines the patterns of strategic human resource management, teamwork, work process design, communication, innovation, and organizational change. Student must have graduate standing to register for this course.

BA 540 - Operations Management Credits: 5.00

This course focuses on managerial issues arising in the operation of both manufacturing and service industries. The objectives of the course are to familiarize students with the problems and issues of confronting operations managers, and to introduce language, conceptual models, and analytical techniques that are broadly applicable in confronting such problems. The spectrum of different process types used to provide goods and services is developed and then examined through methods of process analysis and design. Operation Management is a key element in controlling the production process in every business providing a good or service. Regardless of the format or objective of the operation, managers must be able to analyze the efficiency of each segment of the business. In the competitive environment of national and international business, the success of any organization depends upon the skill of the management team in developing, maintaining and controlling the production and distribution of goods and services. Student must have graduate standing to register for this course.

BA 550 - Mgmt Information System Credits: 5.00

This course provides an overview of contemporary Management Information Systems (MIS). It emphasizes the broader environments of Information Systems (IS) and Information Technology (IT) and their impact on the organization and the non-MIS manager. The course describes a diversity of technical, managerial and professional knowledge, which are needed for the non-MIS manager to optimize success in the typical technology rich organization of today. Current business and technology trends and drivers, including emerging technologies, that affect the present and future of IS and organizations are presented as well. Student must have graduate standing to register for this course.

BA 560 - Business Ethics/Govt/Society Credits: 5.00

The course's main objective is to provide business managers with an ethical basis for making business decisions. In order to achieve this objective, the course will begin by exploring

the complex nature of the interrelationships between business, government and society. Next, we will examine the meaning of corporate social responsibility and the concerns of various stakeholders including those outside the business environment. Throughout the course, we will use assigned readings, case analysis and class discussion to explore the ethical issues that arise in business and to develop a foundation for responding to ethical dilemmas in a responsible manner. Student must have graduate standing to register for this course.

BA 570 – Intl Business Strat/Tech Credits: 5.00

In the international arena, organizations often plunge into new, unfamiliar, or asymmetrical provinces, and confront challenges in operation. This course examines unique features of international business, and introduces a variety of management strategies and techniques in international trade, global sourcing, licensing, FDI, marketing and finance. In examining the global environmental impact, the course delivers a comprehensive package of knowledge in diverse economics, cultures, socio-economic systems, and familiarizes students with distinct features of major international markets. To facilitate the learning, students engage in case analyses, research, and project design. By exposing students to volatile environments to which international operation is subject, the class takes an in depth look at the issues that are critical for management success. Student must have graduate standing to register for this course.

BA 580 - Competition/Strat Mgmt Credits: 5.00

Much has been written about the breathtaking changes that are redefining industries and forcing companies in almost every economic sector to re-examine their strategies. Many observers believe that a fundamental “paradigm shift” is underway. The shift seems to be away from striving for mass production efficiencies, hierarchical organization, and bureaucratic control over large diversified firms and masses of employees and toward more flexible, focused, horizontal corporations that change continuously, solve problems spontaneously, and compete. In this course a dynamic approach to competitive analysis that is well suited to today's turbulent environment is developed. In exploring these emerging developments, this course integrates conceptual knowledge about Strategic Management with opportunities to develop practical managerial skills through the analysis of business cases and through participation in a business strategy computer simulation where concepts are applied to real-world organizations. Teamwork in strategic problem solving is emphasized in a setting that approximates the management teams typically charged with such tasks. Case Team debates inject a bit of competition. Student must have graduate standing to register for this course.

BA 699 - Master Project Credits: 5.00

Following the successful completion of the first stage of the MBA program (core courses), participants will commence work on a project, which will be formally crafted and submitted as a Masters Thesis. The aim of the project leading to a Masters Thesis is to test the applicability of core and elective learning to a specialist area of management under the guidance of an academic facilitator. Student must have graduate standing to register for this course.