

Business

MISSION STATEMENT

Eastern Oregon University's College of Education and Business, Business Division is comprised of exemplary student-centered staff and faculty. We are dedicated to serving Oregon and beyond through professional business programs of instruction, research, and service. We have a special commitment to business educational needs in eastern Oregon through:

1. Demonstrating and encouraging innovative programs and instruction in business education.
2. Contributing, through research and practice, to the growing core of knowledge in the field of business.
3. Valuing each learner as a unique human being.

OBJECTIVES:

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 graduates who possess an integrated knowledge of the functions and systems of business.
3. To produce students who have developed the strong personal and communication skills necessary to succeed in the business environment.
4. To develop a student with a refined curiosity about life and learning.

The Business Division at Eastern offers a Bachelor of Science in Business Administration, a Bachelor of Science in Business/Economics, and a minor in Business. Students must choose to major in either Business Administration or Business/Economics. They may not elect to get a major in both.

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION

The Bachelor of Science in Business Administration with concentrations in Marketing; Leadership, Organization, and Management; International Business; and Accounting; is a professional program designed to prepare students for graduate school or entry level positions in management, marketing, accounting, and finance.

The program is designed to meet the educational needs of students who seek to enter the world of

business possessing a sound grounding in the formal skills and knowledge bases of the primary functional areas of business. 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 four professional concentration areas: Marketing; Leadership, Organization and Management; International Business; or Accounting. This program emphasizes the use of practical applications of business concepts and technology.

This degree program is offered on the Eastern campus, through the Division of Distance Education, through Eastern Oregon Community College Consortium, and through the Portland Metro Center. Students must have a grade of C- or better in all required courses to be eligible to graduate with this degree.

BUSINESS ADMINISTRATION PROGRAM REQUIREMENTS

Lower Division Core

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

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 writing requirement

Required skill courses

Principles of Statistics (200 level or above)

College Algebra or above

Expository Writing

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 (3)

*Satisfies upper division writing requirement

Concentrations

Upon completion of the upper division core, students

will choose from four concentrations within the Business Administration degree program: Marketing; Leadership, Organization, and Management; International Business; or Accounting. 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. 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)

Electives: 15 credits. Students may 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)

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

- BA 460** Entrepreneurship (5)
- BA 461** Organizational Behavior (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)

Electives: 15 credits. Students may select from the

following list or other approved courses or international experience:

- BA 485** International Marketing (5)
- BA 487** International Management (5)
- BA 486** International Finance (5)

ACCOUNTING

The purpose of the accounting concentration is to prepare students for careers in public accounting, corporate accounting, or not-for-profit organizations.

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)

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 and the Global Environment	3
BA 131 Business Data Processing	3
WR 121 Expository Writing	4
Math 111 or 241	4
GEN ED electives	<u>32</u>
	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	<u>20</u>
	46

YEAR 3

BA 321 Principles of Management	5
BA 312 Principles of Marketing	5
STAT 315/316 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	3

Electives	5
	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
BA 411 Business Ethics and Regulation	3
Electives	<u>21</u>
	50

*Recommended for students planning on taking the CPA exam.

TYPICAL FOUR-YEAR PLAN ALL OTHER CONCENTRATIONS.

YEAR 1	
BA 101 Introduction to Business and the Global Environment	3
BA 131 Business Data Processing	3
WR 121 Expository Writing	4
MATH 111	4
GEN ED and other electives	<u>32</u>
	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	<u>20</u>
	46
YEAR 3	
BA 321 Principles of Management	5
BA 312 Principles of Marketing	5
STAT 315/316 Statistics	5
BA 313 Principles of Finance	5
BA 325 Information Management	3
BA 411 Business Ethics and Regulation	3
General electives or study abroad	<u>20</u>
	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	<u>20</u>
	45
YEAR 4	
LEADERSHIP, ORGANIZATION, AND MANAGEMENT	
BA 460 Entrepreneurship*	5

BA 461 Organizational Behavior*	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	<u>20</u>
	45

YEAR 4	
INTERNATIONAL BUSINESS	
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	<u>20</u>
	45

BACHELOR OF SCIENCE BUSINESS/ECONOMICS

The Bachelor of Science 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.

This degree program is offered on the Eastern campus, and through the Division of Distance Education.

Students must have a grade of C- or better in all required courses to be eligible to graduate with this degree.

REQUIREMENTS FOR THE BACHELOR OF SCIENCE 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)

Required Skill Courses

WR 121 or WR 131 or TSWE>50 (4)
MATH 241 Survey of Calculus (5)
STAT 315-316 or PSY 327 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)

Upper Division Electives
Minimum 5 credits from each discipline.

Capstone

BA 498 Business Policy and Strategy (5)
Or **ECON 407** Capstone (5)

TYPICAL FIRST YEAR CURRICULUM

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

TYPICAL SECOND YEAR CURRICULUM

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

TYPICAL THIRD YEAR CURRICULUM

BA 321 Principles of Management (5)
AREC 311 Microeconomic Theory (4)
STAT 315 Principles of Statistics (4)
STAT 316
Introduction to Statistical Computing (1)
BA 312 Principles of Marketing (5)
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)

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

This minor is also available via the Division of Distance Education.

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 majoring in Liberal Studies may select the business minor as one of their focus areas.

Students must have a grade of C- or better in all courses required of the minor.

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)

BUSINESS COURSE DESCRIPTIONS

BA 101 - Intro Bus & 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 - BA 114 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 also.

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 Account 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 Account 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*S/HB Credits: 5.00
Gen Ed-Social Science****New Gen Ed-Human Behavior**

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

(Writing Intensive) Analysis of methods of investigating, collecting, organizing, and presenting data for formal and informal business reports.

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman

BA 312 - Prin 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 313 - Prin 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 321 - Prin Management Credits: 5.00

(Writing Intensive) 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 325 - Information Mgmt Credits: 3.00

This course will provide students with a 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman

BA 328 - Personal Finance Plng 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman

BA 332 - Investments Credits: 3.00

Principles of investment in stocks and bonds; securities analysis and market operation.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 333 - Ind 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman

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 241, STAT 315, 316.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 383 - Intermed 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 384 - Intermed 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 385 - Intermed 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 403 - Capstone Credits: 5.00

Capstone course for Liberal Studies Pre-Approved Program in Business and Psychology.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 405 - Selected Topics Credits: 3.00

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 407 - Seminar Credits: 1.00 to 15.00

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 410 - Selected Topics Credits: 1.00 to 6.00

Selected topics in business.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 411 - Business Ethics & Regulation Credits: 3.00

An in-depth examination of the regulatory, legal, and social environment of business. Topics may include the impact of social movements, recent changes in government regulation, etc. Prerequisite: Junior standing.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 419 - Adv 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 420 - Non-Profit Account 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

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 422 - Adv Cost Account Credits: 3.00

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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 385.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 430 - Small Business Consult 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 447 - Manage Finance Credits: 5.00

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 450 - Retailing Credits: 5.00

Operations of retailing firms; coordination of retailing practice; planning for retail operations. Prerequisite: BA 312, 321.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 454 - Product Plan & Develop 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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 entrepreneurship and intreprenurship. Prerequisite: BA 321

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 464 - Promotion Strategy Credits: 5.00

Study of the alternative persuasive communication media available to firms. Determination of effective promotion strategies combining advertising, interpersonal communication, sales promotion and publicity. Prerequisite: BA 312.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 466 - Managerial Projects Credits: 5.00

Practical application of management and/or marketing concepts and fundamentals to real-world or simulated-world situations.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 471 - Independent Bus Mgmt Credits: 3.00

Study of operational management of independent businesses including analysis of location, markets, risks, financing, merchandising, inventory and time control.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 481 - Prod & Operat 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 482 - Proj Mgmt/Plan/Control Credits: 5.00

The content of this course is focused on the management of the new product or project development process in new and existing firms. In this course, the components of the product cycle will be examined with special consideration given to the entrepreneurial and managerial problems of project management. Prerequisite BA 321, Principles of Management.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 484 - International Business Credits: 5.00

An upper division introduction to the financial, cultural, marketings, 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 487 - International Mgmt 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

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 490 - Senior Project Credits: 5.00

(Writing Intensive) 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.

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

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 312, BA 313, and BA 321

Restrictions: May not be enrolled in one of the following Class(es): Freshman, Sophomore

BA 507 - Seminar Credits: 1.00 to 6.00

Seminar

Restrictions: May not be enrolled in one of the following Level(s): Denied Adm Undergraduate, Non-Admitted Undergraduate, Undergraduate. Must be enrolled in one of the following Class(es): Graduate, Non-Admitted Graduate, Post-Baccalaureate

BA 510 - Selected Topics Credits: 1.00 to 6.00

Special Topics

Restrictions: May not be enrolled in one of the following Level(s): Denied Adm Undergraduate, Non-Admitted Undergraduate, Undergraduate. Must be enrolled in one of the following Class(es): Graduate, Non-Admitted Graduate, Post-Baccalaureate