

College of Business

The Colleges of Business
And Education

(541) 962-3772 www.eou.edu/cobe/



INTRODUCTION

The College of Business offers several programs in business thus providing students options to fit their educational interests. Our largest program is the Bachelor of Science or Bachelor of Arts program with courses delivered on-campus, in Gresham and other onsite locations, and online to students around the world. The Masters of Business Administration degree is taught on-campus, onsite in Gresham, and online worldwide. Finally, many students pursuing another degree at EOU choose to supplement it with a minor in business.

The faculty of the College of Business is dedicated to serving Oregon by providing professional business programs of instruction, research, and service. Our objectives as educators are to:

- Prepare students to perform effectively and efficiently in business managerial positions so that they may accomplish their personal goals and objectives.
- Produce students who have developed the strong personal and communication skills necessary to succeed in the business environment.
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- Produce graduates who possess an integrated knowledge of the functions and systems of business.
- Develop a student with a refined curiosity about life and learning.

We accomplish these objectives in several ways:

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.

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, and accounting. The BS/BA programs are accredited by the International Assembly for Collegiate Business Education (IACBE).

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 four optional professional concentration areas:

- Accounting
- Global Food Systems and Agribusiness
- Leadership, Organization and Management
- Marketing

S/U Policy: All courses required for the completion of the BS/BA/BAS degree in Business Administration (Upper and lower division cores and required Academic Degrees & Programs 3 business electives) taken through EOU must be graded credits with a grade of C- or above.

BUSINESS ADMINISTRATION PROGRAM REQUIREMENTS

Lower Division Core Courses

MATH 105 or higher

BA 131 Business Data Processing (4) (or equiv proficiency)

BA 211 Financial Accounting (4)

BA 213 Managerial Accounting (4)

BA 225 Business Communications (4)*

BA 254 Business Law (4)

ECON 201 Principles of Microeconomics (5)

ECON 202 Principles of Macroeconomics (5)

*Satisfies lower division university writing req (UWR)

Required skill courses

Elementary Statistics (**STAT 241/242** or **STAT 243**)

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 (4)

BA 313 Principles of Finance (4)

BA 321 Principles of Management (4)

BA 303 Information Management (4)

BA 381 Operations Management (4)

BA 411 Business Ethics & Society (4)*

BA 498 Business Policy and Strategy (4) **

*Satisfies upper division university writing req (UWR)

** Not required for accounting concentrations

GENERAL BUSINESS OPTION:

Students electing to complete the General Business Option must complete all lower and upper division core classes. In addition, students must complete a minimum of five (5) upper division BA electives chosen from the concentration offerings.

CONCENTRATIONS

Upon completion of the upper division core, students may choose from one of the four concentrations within the Business Administration degree program.

Concentrations are normally completed in the senior year of a student's program. APEL/Practicum Credits:

Upon advisor approval, a student may apply up to 4 credits of APEL course work towards required business electives. Practicum credits may not be counted toward required business electives.

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 (4)

BA 383 Intermediate Accounting I(4)

BA 384 Intermediate Accounting II (4)

BA 385 Intermediate Accounting III (4)

BA 419 Advanced Accounting (4) (capstone in lieu of BA 498)

BA 421 Cost Accounting (4)

BA 428 Auditing (4)*

In addition, for students interested in pursuing a CPA, we recommend the following courses:

BA 334 Corporate Tax (4)

BA 420 Non-Profit Accounting (4)

BA 424 Forensic Accounting (4)

For students interested in pursuing a CMA, we recommend the following courses:

BA 413 Managerial Finance (4)

BA 482 Project Mgt, Planning & Control (4)

*Satisfies upper division university writing req (UWR)

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

GLOBAL FOOD SYSTEMS AND AGRIBUSINESS

The Global Food Systems and Agribusiness Concentration will provide students with the specific skills and knowledge needed for the employment in the global agribusiness supply chain. Students must be prepared with strong business foundation and analytical skills coupled with an understanding of the nuances of modern agriculture and the food and fiber industries on a global scale. This career path will utilize student's core business courses with specific application to the business of agriculture and related industries.

Electives:

Students will select five courses from the following list:

BA 342 Agribusiness Marketing (4)

BA 343 Agribusiness Finance (4)

BA 380 International Business (4)

BA 341 Global Agribusiness Management (4)

BA 455 Global Agribusiness Policy & Trade (4)

BA 456 Global Agribusiness Industry Study (4)

BA 490 Senior Project (4)

LEADERSHIP, ORGANIZATION & 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.

Electives:

Students will select five courses from the following list or other approved management courses:

- BA 380** Principles Of International Business (4)
- BA 416** Legal Issues for Leaders (4)
- BA 451** Human Resource Management (4)
- BA 460** Entrepreneurship (4)
- BA 461** Organizational Behavior (4)
- BA 462** Leaders and Leadership Process (4)
- BA 482** Project Mgt, Planning & Control (4)
- BA 487** International Management (4)
- BA 490** Senior Project (4)*

*Satisfies upper division university writing req (UWR)

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-Marketing, Market Research, and Product Management.

Electives:

Students will select five courses from the following list or other approved marketing courses:

- BA 346** E-Marketing (4)
- BA 365** Marketing Research (4)
- BA 380** Principles of International Business (4)
- BA 450** Retailing and Sales (4)
- BA 464** Promotional Strategy (4)
- BA 465** Consumer Behavior (4)
- BA 485** International Marketing (4)
- BA 490** Senior Project (4)*

*Satisfies upper division university writing req (UWR)

TYPICAL FOUR -YEAR PLAN: ACCOUNTING CONCENTRATION

YEAR 1

- BA 101** Intro to Business & Global Environment (4)
- BA 131** Business Data Processing (4)
- WR 121** Expository Prose Writing (4)
- Math 111 or 241** (4)
- GEN ED electives (30)

Total 46

YEAR 2

- BA 225** Business Communications (4)
- BA 254** Business Law (4)
- BA 211** Financial Accounting (4)
- BA 213** Managerial Accounting (4)
- ECON 201** Microeconomics (5)
- ECON 202** Macroeconomics (5)
- STAT 243** Statistics (4)
- GEN ED electives (20)

Total 46

YEAR 3

- BA 321** Principles of Management (4)
- BA 312** Principles of Marketing (4)
- BA 313** Principles of Finance (4)
- BA 303** Information Management (4)
- BA 381** Operations Management (4)
- BA 383** Intermediate Accounting I (4)
- BA 384** Intermediate Accounting II (4)
- BA 385** Intermediate Accounting III (4)
- BA 411** Business Ethics & Society (4)
- GEN ED or other electives (5)

Total 45

YEAR 4

- BA 333** Individual Income Tax (4)
- BA 334** Corporate Tax* (4)
- BA 419** Advanced Accounting (4)
- BA 420** Not-Profit Accounting i (4)
- BA 421** Cost Accounting (4)
- BA 424** Forensic Accounting i (4)
- BA 428** Auditing (4)
- BA 413** Managerial Finance ii (5)
- BA 482** Project Mgmt/Planning/Control (4)
- GEN ED or other electives (17-20)

Total 45

*Satisfies upper division university writing req (UWR)

i Recommended for students planning on taking the CPA exam.

ii Recommended for students planning on taking the CMA exam.

TYPICAL FOUR-YEAR PLAN ALL OTHER CONCENTRATIONS

YEAR 1

- BA 101** Intro to Business & Global Environment (4)
- BA 131** Business Data Processing (4)
- WR 121** Expository Prose Writing (4)
- Math 111** (4)
- GEN ED electives (30)

Total 46

YEAR 2

- BA 211** Financial Accounting (4)
- BA 213** Managerial Accounting (4)
- BA 225** Business Communications (4)
- BA 254** Business Law (4)
- ECON 201** Microeconomics (5)
- ECON 202** Macroeconomics (5)
- STAT 243** Statistics (4)
- GEN ED electives (20)

Total 46

YEAR 3

- BA 321** Principles of Management (4)
- BA 312** Principles of Marketing (4)
- BA 313** Principles of Finance (4)
- BA 303** Information Management (4)
- BA 381** Operations Management (4)
- BA 411** Business Ethics and Society (4)
- GEN ED or other electives (18)

Total 46

YEAR 4:

UPPER DIVISION CONCENTRATION ELECTIVES OR

UPPER DIVISION BUSINESS ELECTIVES

BA 498 Business Policy and Strategy

Total 44

POST-BACCALAUREATE ACCOUNTING CERTIFICATE

Student must complete the following prerequisites: BA 211, BA 231, BA 225, BA 303, ECON 202, Stat 243, and MATH 111.

Required Courses

- BA 333** Individual Income Tax (4)
- BA 334** Corporate Tax (4)
- BA 383** Intermediate Accounting 1 (4)

BA 384 Intermediate Accounting 2 (4)
BA 385 Intermediate Accounting 3 (4)
BA 419 Advanced Accounting (4)
BA 420 Not-for-Profit Accounting (4)
BA 421 Cost Accounting (4)
BA 424 Forensic Accounting (4)
BA 428 Auditing
BA 413 Managerial Finance
BA 313 Business Finance

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 211 Financial Accounting (4)
BA 213 Managerial Accounting (4)
BA 225 Business Communications* (4)
BA 254 Business Law (4)

BUSINESS MINOR

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

Upper Division Requirements (16 credits minimum)
BA 312 Principles of Marketing (4)
BA 321 Principles of Management (4)
 BA upper division electives (8)

The business minor is a 32 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.

BACHELORS OF APPLIED SCIENCE (BAS)

The Bachelor of Applied Science (BAS) is a degree program available to students who have successfully completed an Associate of Applied Science degree. The BAS option is currently available in Business Administration and Emergency Medical Systems Administration (EMSA).

The BAS prepares graduates for supervisory and management roles within their technical fields. The BAS upper-level course work includes applied management, leadership development, finance, and human relations and will broaden the student's knowledge of applied business practices. Generally, a Bachelor of Applied Science degree prepares graduates to enter the job market in entry-level or mid-level management positions.

Completion of the Bachelor of Applied Science in Business Administration degree program consists of 45 credits that meet EOU's General Education requirements, 60 credits of Business Administration course work from the College of Business, and 60 credits of technical/professional classes from the Associate of Applied Science degree. In addition to 60 credits of technical/professional credits, other credits earned in the Associate of Applied Science degree may be transferred to satisfy EOU's institutional graduation requirements.

The Bachelor of Applied Science in Business Administration is intended for students who have technical/professional (CTE) associate's degrees that do not have traditional pathways to a bachelor's degree in their career field. *This degree is only available to transfer students.* In the event that a degree description does not clearly indicate a CTE degree, the student may petition the dean of the College of Business for a decision on whether the student's CTE coursework meets the intent of the CTE transfer degree for the purposes of this program.

Technical degree transfer credits: 60 credits

BAS in Business Administration

Required Skill Courses

WR 121

College Math (prereq MATH 095 or higher)

Lower Division Core (26 credits)

BA 131 Business Data Processing (4)
BA 211 Financial Accounting (4)
BA 225 Business Communications(4) (UWR)
BA 254 Business Law (4)
ECON 201 Microeconomics(5) (SSC)
ECON 202 Macroeconomics(5) (SSC) (UWR)

Upper Division Core (35 credits)

BA 312 Principles of Marketing (4)
BA 315 QuickBooks & Related Tech (3)
BA 321 Principles of Management (4)
BA 347 Workplace Diversity (4)
BA 411 Business Ethics & Society (4)
BA 451 Human Resource Management (4)
BA 461 Organizational Behavior (4)
BA 462 Leaders & Leadership Process (4)
BA 490 Senior Project (4)

MASTER OF BUSINESS ADMINISTRATION DEGREE (MBA)

Vision

The EOU MBA Program will be the premier MBA Program in the Pacific Northwest, recognized for inspiring students to transform the world through innovative practices and services.

Mission

The EOU MBA Program advances business leaders who, through self-mastery, flourish in uncertainty, create long-term enterprises, and inspire organizational prosperity.

Learning Outcomes

- Demonstrate quantitative literacy using appropriate concepts, methodologies, and techniques.
- Demonstrate critical thinking and analytical reasoning skills through integrated problem solving in core business areas.
- Effectively communicate complex business issues with conciseness and clarity, demonstrating proficiency in both written and oral communications.
- Effectively recognize, analyze, and develop solutions to ethical dilemmas in the professional environment.
- Effectively participate in results-producing teams.

The MBA Program at Eastern Oregon University provides a quality package of professional training to update and increase students' professional knowledge in areas such as business strategy, innovative management, marketing, information systems, project design, and modern financial management. The MBA Program is accredited by the International Assembly for Collegiate Business Education (IACBE).

The MBA Program is available on-campus in La Grande, onsite in Gresham at Mt. Hood Community College, and online worldwide.

MBA Courses

- BA 515** Marketing Strategies and Techniques (5)
- BA 520** Financial Strategies and Techniques (5)
- BA 530** Contemporary Mgmt and Organization (5)
- BA 540** Operations Management (5)
- BA 550** Management Information Systems (5)
- BA 560** Business Ethics, Govt, and Society (5)
- BA 570** Internat'l Business: Strategies & Techniques (5)
- BA 580** Competition and Strategic Management (5)
- BA 699** MBA Capstone (5)

(Students have up to one year to complete their Master Project)

The MBA 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 evaluation is done on a case-by-case basis.

MBA Grading Policy

Any student who receives a grade lower than a "B-" in any MBA course will be placed on probation. A second grade below a "B-" within the program will result in suspension from the program. In order to be reinstated, the student must meet with the MBA Coordinator and re-take at least one of the courses.

Any grade below a "C-" is an unacceptable grade, and the course must be repeated for a grade of "B-" or higher. In addition, students must have a minimum 3.00 grade point average in the program in order to graduate.

Application and Admission

Students must be admitted as a graduate student to Eastern Oregon University AND to the College of Business MBA Program; this requires two separate applications. Applicants to the MBA program must submit official transcripts, a professional resume, a cover letter, and two essays.

Website: <http://www.eou.edu/cobe/business/MBA>
Send an e-mail to business@eou.edu, or call the College of Business at (541) 962-3668 for assistance. Admission requirements for the MBA Program include:

- Applicants must possess a baccalaureate degree, with a cumulative GPA of 3.0 or higher. Applicants may be required to demonstrate competency in management, marketing, finance, accounting, and operations management, either via an academic record, testing, or professional work experience.
- The deadline for receipt of applications is April 15 of each year for admission to the Fall cohort.
- Application review is ongoing and students will be admitted only when they have completed all of the requirements.
- Students are required to be fully admitted to the MBA Program and EOU prior to taking MBA courses.
- At the discretion of the selection committee, applicants may be offered the opportunity to supplement their application with an interview, testing scores, and/or references.
- A maximum of 10 transfer credits will be accepted for the MBA program.

BUSINESS COURSE DESCRIPTIONS

BA 101 - Introduction to Business & the Global Environment (Credits: 4)

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 to 5)

Software and hardware instruction on various topics including Microsoft Word, Excel and Access.

BA 131 - Business Data Processing (Credits: 4)

This course is designed to introduce the student to the use of computers in business. It will focus on two areas of study: Individual microcomputer hardware and software skills. You may expect to spend the majority of your time working on a microcomputer. Plan at least 12 hours a week for reading, working on assignments, preparing for quizzes, and other course related and learning activities.

BA 209 - Practicum (Credits: 1 to 5)

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. Prerequisite: Consent of the instructor.

BA 210 - Selected Topics (Credits: 1 to 6)

Topics designed to meet the current needs of students.

BA 211 - Financial Accounting (Credits: 4)

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)

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: 4)**Gen Ed Core-Social Sciences****Institutional Graduation Requirement - DPD**

This is a valuable Human Resource class for anyone who "works". Peak performance in an organization is best achieved by understanding individual differences and by managing each individual in the way that best suits their motivational needs. Today's organizations are seen as a reflection of our society. How do the organizational roles that men and women have affect their roles in society? Leading men or women leaders; how have their organizational roles changed? Does gender effect leadership style and management techniques? These questions and more are discussed in BA 220.

BA 225 - Business Communications (Credits: 4)**Institutional Graduation Requirement - UWR**

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

BA 230 - Ambassador Training & Leadership (Credits: 1)

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. Course is repeatable. Prerequisite: Permission of Instructor.

BA 254 - Business Law (Credits: 4)

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

BA 260 - Intro to Entrepreneurship (Credits: 4)

This course introduces the basic concepts, language, and tools of contemporary entrepreneurship. This course will showcase entrepreneurial successes, develop entrepreneurial critical thinking skills, and help students evaluate their personal potential for entrepreneurial success. This course is intended both for those who are just curious to learn more about entrepreneurship and those who ultimately want to launch their own business venture.

BA 303 - Information Management (4 Credits)

This course will provide you with a significant experience in the use of information systems in business organizations. Knowledge of the sophisticated use of information systems is a necessary component of any business program. Information Systems (IS) are systems that develop the information that managers and other people combine with knowledge to make decisions. Essentially, Information Systems are tools. The course is structured to introduce you to IS and the analysis, design and implementation and use of these systems. Along the way, you will acquire additional skills in Microsoft Excel. The course will wrap up with a study of management information systems and the role they play in organizations. Prerequisite: BA 131. Student must have Sophomore standing to register for this course.

BA 310 - Selected Topics (Credits: 1 to 6)

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: 4)

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: 4)

Introductory course in financial concepts focusing on analyzing the firm's performance, understanding risk and return, and conducting capital budgeting and business valuation. Prerequisites: BA 213, BA 303, ECON 202, MATH 111, STAT 243. Student must have at least sophomore standing to register for this course.

BA 315 - QuickBooks & Related Technology (Credits: 3)

This is an introductory course in the use of QuickBooks accounting software in a Windows environment. In addition to the operation of the software, students will understand proper installation procedures, system requirements, exporting of information to Excel, and backup files. Prerequisites: Familiarity with the PC and basic knowledge of the accounting cycle.

BA 321 - Principles of Management (Credits: 4)

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 323 - Quantitative Business Analysis (Credits: 4)

Topics include collection and presentation of data, discrete and continuous distributions, probability and sampling theory, statistical inference and hypothesis testing and their use in business management decisions. Parametric and nonparametric statistical tests will be examined, including t-tests, Chi-square, and ANOVA. Additional topics include regression, time series analysis and applications in business forecasting. The solution of statistical problems will require the use of Excel and possibly other statistical software. Prerequisites: MATH 095, BA 131 or equivalent competency and STAT 243.

BA 328 - Personal Financial Planning (Credits: 4)

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)

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: 4)

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

BA 334 - Corporation Tax (Credits: 4)

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

BA 341 - Global Agribusiness Management (Credits: 4)

The course will provide students with a solid background of the agribusiness industry and the role it plays in domestic and global economy, and issues managers will face in the 21st Century. The learning environment will be accentuated by the use of case studies, other analyses and out-of-class assignments using examples in the food and fiber value chain. Case studies and discussions will be utilized to practice critical thinking and decision making skills as it relates to the managing of a global agribusiness today. Students will also be required to interact one-on-one with an agribusiness to gain first-hand knowledge of the agribusiness environment. Prerequisite: BA 321.

BA 342 - Agribusiness Marketing (Credits: 4)

The course provides an application of marketing and economic principles to decision making in contemporary agribusiness firms. Topics include value-added marketing strategies, marketing research and information, segmentation and targeting, marketing mix, and market plans within food, fiber, natural resource, and specialized regulations and requirements for the agribusiness industry. Prerequisites: BA 312 and ECON 201.

BA 343 - Agribusiness Finance (Credits: 4)

The course introduces students to the special considerations for the financial management of agribusiness firms. Topics include sources of credit, regulations, and credit evaluation unique to agribusinesses. The course will address the fundamental problem of financial management and control for corporate agribusiness firms. Additionally, the course will cover how managers can help maximize the agribusiness firm's value by improving decisions with working capital management, capital budgeting, and choice of capital structure. Prerequisite: ECON 202

BA 346 - E-Marketing (Credits: 4)

This course introduces the student to concepts and theories that define Internet Marketing and discusses its place in a firm's overall marketing plan. Included are an overview of various dimensions of the Internet, the basics of finding market opportunities and selling on the Internet, and presentations and discussions of commercial Internet business models. Prerequisite: BA 312. Student must have at least sophomore standing to register for this course.

**BA 347 - Workplace Diversity (Credits: 4)
Institutional Graduation Requirement - DPD**

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)

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: 4)

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 and BA 303. Student must have at least sophomore standing to register for this course.

BA 380 - Principles of International Business (Credits: 4)

An upper division introduction to the financial, cultural, marketing, and operational aspects of doing business outside of the U.S. Special emphasis is given to cultural factors and the role of the multi-national enterprise. Prerequisites: BA 312, BA 321, or consent of instructor.

BA 381 - Operations Management (Credits: 4)

This is an introductory course on management of the operations function with emphasis on practical applications. Topics covered will address the role of Operations Management including analysis, design, planning, and controlling of production and business processes. Prerequisites: BA 303, BA 321, STAT 243 Student must have at least junior standing to register for this course.

BA 383 - Intermediate Accounting I (Credits: 4)

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

BA 384 - Intermediate Accounting II (Credits: 4)

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

BA 385 - Intermediate Accounting III (Credits: 4)

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

BA 405 - Selected Topics (Credits: 3)

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

BA 407 - Seminar (Credits: 1 to 15)

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

BA 408 - Job Search Skills (Credits: 1)

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 to 15)

(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. Prerequisite: BA 312 and 321, junior standing and consent of instructor.

BA 410 - Selected Topics (Credits: 1 to 6)

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

BA 411 - Business Ethics & Society (Credits: 4) Institutional Graduation Requirement - UWR

As future managers, leaders, and citizens, each of you will have influence on the organizations in which you participate. This course will assist you in exploring and developing knowledge of ethical perspectives, decision-making processes, and the development of solutions to ethical dilemmas. BA 411 provides an opportunity for students to investigate the many ethical challenges facing individuals and organizations in the business environment. Study of various ethical perspectives will enable students to increase their ability to analyze ethical problems, critically assess ethical arguments relevant to such issues, and recommend solutions to ethical dilemmas. Students will develop a working knowledge of major themes surrounding ethical issues, including, but not limited to, corporate social responsibility. Prerequisites: BA 225 and 321. Must have junior standing to register for this course.

BA 413 - Managerial Finance (Credits: 4)

Study and apply the concepts of long-term and short-term financing decision making in the context of large and small business. Examine the role of finance in the global economy. Prerequisite: BA 313.

BA 416 - Legal Issues for Leaders (Credits: 4)

This course examines the legal and regulatory environment of business to provide students with an understanding of the legal liabilities associated with managing and owning a business. Topics will include agency relationships, business organization, antitrust regulation, securities regulation, administrative law, and employment law.

BA 419 - Advanced Accounting (Credits: 4)

(Accounting Capstone) 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: 4)

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

BA 421 - Cost Accounting (Credits: 4)

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 424 - Forensic Accounting (Credits: 4)

This course will cover the principles and methodology of forensic accounting, fraud detection and deterrence. The course includes such topics as skimming, cash larceny, check tampering, register disbursement schemes, billing schemes, payroll and expense reimbursement schemes, non-cash misappropriations, corruption, accounting principles and fraud, fraudulent financial statements, and interviewing witnesses. Upon completion of the course students will have an improved understanding of the techniques used to perpetrate fraudulent activity and the controls available to mitigate this behavior. Prerequisite: BA 211 Financial Accounting. Student must have at least junior standing to register for this course.

BA 428 – Auditing UWR (Credits: 4)

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

BA 450 - Retailing and Sales (Credits: 4)

Students will study the operations of retail firms; including connecting store signage and store layouts to the needs of their target market. Students will also learn the art of sales; how to become an effective salesperson. Students will learn to analyze and describe product features and benefits; practice approaching customers; and conducting sales presentations. Prerequisite: BA 312. Student must have at least junior standing to register for this course.

BA 451 - Human Resource Management (Credits: 4)

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 Planning & Development (Credits: 3)

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 455 - Global Agribusiness Policy & Trade (Credits: 4)

The course examines the role of trade and foreign and domestic policies on the agribusiness industry in the US and abroad. Topics include trade theory, analysis of export and import policies, exchange rate impacts, and macroeconomic policies. Emerging issues such as the development of preferential trading arrangements, estimating trade elasticities and implications for policy decisions, and global food security are included. Pre-Requisites: ECON 202, BA 312, BA 321, and BA 380.

BA 456 - Global Agribusiness Industry (Credits: 4)

The course provides a first-hand, in-depth examination and analysis of a global agribusiness. Student will investigate and apply the core business principles of marketing, management, and finance in an agribusiness setting. This course may be completed through either an internship with a global agribusiness firm, through participating in a global study-abroad program with a focus on agribusiness, or a regional field-study focused on a global agribusiness supply chain (i.e. beef, grain, etc). Prerequisites: BA 312, BA 313, and BA 321 or consent of instructor.

BA 460 - Entrepreneurship (Credits: 4)

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: 4)

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: 4)

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. Student must have at least junior standing to register for this course. Prerequisite: BA 321

BA 464 - Promotion Strategy (Credits: 4)

This course focuses on the Promotional P of the Marketing Mix's 4 P's (Product, Price, Place, & Promotion). The student will explore the different promotional media and how to integrate them into an overall promotional strategy for a project of their choice and definition. To produce a comprehensive advertising, promotion, and marketing communications package will require an understanding of the utility of these various media for specific products, organizations, and industries in different market situations and conditions.

Prerequisite: BA 312. Student must have at least junior standing to register for this course.

BA 465 - Consumer Behavior (Credits: 4)

Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services reflects their beliefs of which will satisfy their overall needs. Consumer behavior describes two different kinds of consumer entities, the personal consumer and the organizational consumer. Prerequisites: BA 312. Student must have at least junior standing to register for this course.

BA 466 - Managerial Projects (Credits: 5)

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 Management (Credits: 3)

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 482 - Project Management, Planning & Control (Credits: 4)

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. Prerequisite: BA 321. Student must have at least junior standing to register for this course.

BA 485 - International Marketing (Credits: 4)

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: 4)

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: 4)

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: 4)

Institutional Graduation Requirement - UWR

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, and BA 321. Need consent from instructor.

BA 498 - Business Policy & Strategy (Credits: 4)
Institutional Graduation Requirement - UWR

(Capstone) 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 to 6)

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

BA 510 - Selected Topics (Credits: 1 to 6)

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

BA 515 - Marketing Strategies & Techniques (Credits: 5)

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 and Techniques (Credits: 5)

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 Management & Organization (Credits: 5)

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)

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 - Management Information Systems (Credits: 5)

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, Government, and Society (Credits: 5)

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 - International Business Strategies and Techniques (Credits: 5)

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 and Strategic Management (Credits: 5)

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 – MBA Capstone (Credits: 5)

The MBA capstone course will explore what it takes to manage a successful business in today's global environment. Emphasis is placed on strategic decision making in an on-line simulation with the integrated application of core concepts acquired in the MBA program. Students will analyze the effects of their decisions within and between functional areas of the business and on overall business performance. Students will be required to regularly analyze data, consider business strategies and ethics, make strategic business decisions, review their decisions, and communicate in a professional style. Students are expected to spend a significant amount of time engaging the business simulation.