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.
- 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.

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.

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 Accreditation Council for Business Education (IACBE).

The program offers a solid grounding in the formal skills and knowledge 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 optional opportunity for the business student to gain a specialized knowledge in one of three optional professional concentration areas:

- 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 business electives for the degree) taken through EOU must be graded credits with a grade of C- or above.

**BUSINESS ADMINISTRATION PROGRAM REQUIREMENTS**

+ (in addition to the University’s general education and graduation requirements)

**Lower Division Core Courses**

- ACCT 211 Financial Accounting (4)
- ACCT 213 Managerial Accounting (4)
- BA 225 Business Communications (4)*
- BA 254 Business Law (4)
- ECON 201 Principles of Microeconomics (SSC) (5)
- ECON 202 Principles of Macroeconomics (SSC) (5)

*Satisfies lower division university writing req (UWR)

Total 30

**Required skill courses**

Elementary Statistics (STAT 243A/243B or STAT 243)

*All business administration students will complete all upper division core courses or their equivalent with a C- or above. Equivalent courses will be at the 300 or 400 level.

**Upper Division Core Courses**

- BA 303 Business Info & Data Management (4)
- BA 312 Principles of Marketing (4)
- BA 313 Principles of Finance (4)
- BA 321 Principles of Management (4)
- BA 323 Quantitative Business Analysis (4)
- BA 380 Principles of Global Business (4)
- BA 381 Operations Management (4)
- BA 411 Business Ethics & Society (UWR) (4)*
- BA 451 Human Resources Management (4)
- BA 461 Organizational Behavior (4)
- BA 498 Business Policy and Strategy (UWR) (4)**

*Satisfies upper division university writing req (UWR)

Total 44

APEL/Practicum Credits: Upon advisor approval, a student may apply up to 4 credits of APEL course work towards required business electives
CONCENTRATIONS OPTIONS
Upon completion of the upper division core, students may choose from one of the three concentrations within the Business Administration degree program. Concentrations are normally completed in the senior year of a student's program. Practicum credits may not be counted toward required business electives.

TYPICAL FOUR-YEAR PLAN ALL OTHER CONCENTRATIONS

YEAR 1
BA 101 Intro to Business & Global Environment (GTW) (4)
BA 131 Business Info and Data Processing (4)
WR 121 Expository Prose Writing (4)
ECON 115 Economics of Social Issues (SSC) (5)
GEN ED electives (30)
Total 47

YEAR 2
ACCT 211 Financial Accounting (4)
ACCT 213 Managerial Accounting (4)
BA 225 Business Communications (4)
BA 254 Business Law (4)
ECON 201 Microeconomics (SSC) (5)
ECON 202 Macroeconomics (SSC) (5)
STAT 243 Statistics (SMI) (4)
GEN ED electives (20)
Total 46

YEAR 3
BA 303 Business Info & Data Management (4)
BA 312 Principles of Marketing (4)
BA 313 Principles of Finance (4)
BA 321 Principles of Management (4)
BA 323 Quantitative Business Analysis (4)
BA 380 Principles of Global Business (4)
BA 381 Operations Management (4)
BA 411 Business Ethics and Society (4)
BA 451 Human Resources Management (4)
BA 461 Organizational Behavior (4)
BA 498 Business Policy and Strategy (4) **
GEN ED or other electives (18)
Total 46

YEAR 4:
UPPER DIVISION CONCENTRATION ELECTIVES
Total 32

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: (BA 321 Prerequisite)
Complete 16 credit hours from the following courses:
BA 341 Global Agribusiness Management (4)
BA 342 Agribusiness Marketing (4)
BA 343 Agribusiness Finance (4)
BA 410 Selected Topics (Credits: 1 to 6)*
BA 455 Global Agribusiness Policy & Trade (4)
BA 456 Global Agribusiness Industry Study (4)
BA 490 Senior Project (4)

Note: Concentration electives cannot be applied to more than one concentration area.

*Limit of 8 Credits of BA 410 can be applied to the concentration electives with COB approval. A maximum of 4 credits for any single BA 410 class can be applied to concentration electives (no repeatable credits).

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:
Complete 16 credit hours from the following courses:
BA 341 Global Agribusiness Management (4)
BA 410 Selected Topics (Credits: 1 to 6)*
BA 416 Legal Issues for Leaders (4)
BA 460 Entrepreneurship (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)

Note: Concentration electives cannot be applied to more than one concentration area.

*Limit of 8 Credits of BA 410 can be applied to the concentration electives with COB approval. A maximum of 4 credits for any single BA 410 class can be applied to concentration electives (no repeatable credits).

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:
Complete 16 credit hours from the following courses:
BA 342 Agribusiness Marketing (4)
BA 346 E-Marketing (4)
BA 365 Marketing Research (4)
BA 410 Selected Topics (Credits: 1 to 6)*
BA 450 Retailing and Sales (4)
BA 454 Prod Plan & Development (4)
BA 464 Promotional Strategy (4)
BA 465 Consumer Behavior (4)
BA 485 International Marketing (4)

Note: Concentration electives cannot be applied to more than one concentration area.

*Limit of 8 Credits of BA 410 can be applied to the concentration electives with COB approval. A maximum of 4 credits for any single BA 410 class can be applied to concentration electives (no repeatable credits).

POST-BACCALAUREATE ACCOUNTING CERTIFICATE
Student must complete the following prerequisites: ACCT 211, ACCT 213, BA 225, BA 303, ECON 202, and STAT 243.

Required Courses
BA 313 Principles of Finance (4)
ACCT 333 Taxation of Individuals (4)
ACCT 334 Taxation of Business Entities (4)
ACCT 383 Intermediate Accounting 1 (4)
ACCT 384 Intermediate Accounting 2 (4)
ACCT 385 Intermediate Accounting 3 (4)
ACCT 413 Managerial Finance (4)
ACCT 420 Gov & Non-Profit Accounting (4)
ACCT 421 Cost Accounting (4)
ACCT 424 Attestation & Assurance Services (4)
ACCT 428 Forensic Acct & Fraud Examination (4)
ACCT 498 Advanced Financial Accounting (4)

Certificate Eligibility: Students who intend on sitting for the CPA exam and A) earned a baccalaureate degree in an area other than accounting or B) graduated with less than the 225 quarter credit hours required to sit for the CPA exam and need a minimum of 12 credits in required accounting courses listed on the certificate.

To be eligible to enter the program, students must:
1. Have earned a baccalaureate degree recognized by the EOU registrar.
2. Be formally admitted to EOU as a post-baccalaureate undergraduate student.
3. Complete or have completed the prerequisite courses that are not part of the certificate.

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

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.

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

Upper Division Requirements (16 credits minimum)
BA 312 Principles of Marketing (4)
BA 321 Principles of Management (4)
BA 409 upper division electives (8)

*With the approval of instructor and COB, maximum of 4 credits of BA 409 can be applied to the upper division minor elective credits.

GLOBAL FOOD AND AGRIBUSINESS MINOR
A minimum of 33 credits, including 24 upper division. A minimum of 15 credits must be completed at EOU.

Core Requirements
ECON 202 Macroeconomics (5)

Upper Division Requirements
BA 312 Principles of Marketing (4)
BA 321 Principles of Management (4)
BA 341 Global Agribusiness Management (4)
BA 342 Agribusiness Marketing (4)
BA 380 Principles of International Business (4)

Electives
BA 343 Agribusiness Finance (4)
BA 455 Global Agribusiness Policy and Trade (4)
BA 456 Global Agribusiness Industry (4)
BA 410 Special Topics - Global Business (4)
POLS 221 International Relations (5)
Or others as approved by advisor

*Students completing a BA or BS in Business Administration may not complete this minor if they are completing the GFAB concentration. All other students with a major or minor in Business Administration must complete four electives in lieu of BA 312, 321, 380 and ECON 202.
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 is currently available in Business Administration and Emergency Medical Systems Administration (EMSA).

The BAS BADM prepares graduates for supervisory and management roles within their technical fields. The BAS in BADM 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. The BAS in BADM is not intended to prepare students for graduate school entry.

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: 66 credits
BAS in Business Administration

Required Skill Courses
WR 121 Expository Prose Writing (4)
MATH 105 Lotteries and Loans (4)

Lower Division Core (8 credits)
COM 215 Conflict Management (3)
ECON 115 Economics of Social Issues (5)

Upper Division Core (50 credits)
BA 312 Principles of Marketing (4)
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)
COM 319 Leadership Communication (3)
COM 320 Speaking in Modern Organizations (3)
COM 330 Are you Listening (3)
COM 340 Interview Strategies and Skills (3)
COM 350 Public Relations Principles and Practices (4)
BA 300/400 Upper Division BA Elective

*BAS students must complete 60 upper division credits as well as 45 general education credits. See additional University Graduation Requirements: https://www.eou.edu/advising/orientgradreq/.
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 Accreditation Council for Business Education (IACBE).

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

Students must complete 30 credits of the required MBA courses, and a minimum of 15 elective credits.

**MBA Required Courses**
- **BA 501** Managerial Communication (3)
- **BA 502** Organizational Mgmt & Leadership (3)
- **BA 503** Marketing Strategies and Techniques (3)
- **BA 504** Entrepreneurial Finance (3)
- **BA 505** Creativity and Innovation (3)
- **BA 506** Global Business Intelligence (3)
- **BA 508** Sustainable Competitive Advantage (3)
- **BA 509** Optimization (3)
- **BA 511** Operational Decision Making (3)
- **BA 699** MBA Capstone (3)

**MBA Elective Courses**
- **BA 510** Special Topics (3)
- **BA 521** Business and the Environment (3)
- **BA 522** Emotional Int & Managerial Effectiveness (3)
- **BA 523** Alternative Business Strategies (3)
- **BA 524** Disaster Recovery & Business Continuity (3)
- **BA 525** Strategic Agribusiness Mgmt (3)
- **BA 526** Taxes and Business Strategy (3)
- **BA 527** Advanced Accounting Theory (3)

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.

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: [www.eou.edu/cobe/business/MBA](http://www.eou.edu/cobe/business/MBA)
Send an e-mail to business@eou.edu, or call the College of Business at (541) 962-3772 for assistance. Admission requirements for the MBA Program include:

- Applicants must possess at a minimum a baccalaureate degree, with a cumulative GPA of 3.0 or higher on a 4.0 scale along with other professional criteria. 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. Any applicant with a cumulative undergraduate GPA below 3.0 on a 4.0 scale must submit GMAT or GRE test scores for their application to be reviewed.

- Application review is ongoing and applications will be reviewed only when all applications materials have been received.

- 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.

- A maximum of 15 transfer credits will be accepted for the MBA program.
**BUSINESS COURSE DESCRIPTIONS**

**BA 101 - Introduction to Business in a Global Environment**
*Gen Ed Core-Gateway*
BA 101 provides an overview of business in society, exploring the historical, social, economic, ethical and legal environments. In addition the course explores the major functional areas of business: marketing, management, human resources, financial markets and global business. Business major and non-major students are introduced to business terminology, concepts, practices and career opportunities.

**BA 114 - Micro Topic (Credits: 1 to 5)**
Software and hardware instruction on various topics including Microsoft Word, Excel and Access.

**BA 131 - Business Info and Data Processing (Credits: 4)**
This course is designed to introduce the student to the use of computers in business. The primary focus will be on the creation, editing and analysis of data, utilizing current business technologies. A secondary focus is on individual computer hardware terminology and software skills.

**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 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 - EOU Ambassador Development (Credits: 2)**
This course is a fulfillment of a goal for the Office of Admissions in training new/current ambassadors to lead campus tours and other events. This 2 credit course is designed to create educated, ethically and morally responsible, fully confident Ambassadors who are engaged, reflective, creative and caring members of their communities and can contribute to the success of prospective and new students and Eastern Oregon University. This course will integrate student development theory, leadership philosophies, communication skills, campus resources and current issues allowing the student to serve as a leader of incoming students and amongst their peers. This course will promote the development of valuable leadership skills, cultural competency, professional development and promote innovative ideas that will benefit you in whatever career you might choose in addition to enhancing your resume.

**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 270 - QuickBooks & Related Technology (Credits: 4)**
Introduces students to the use of QuickBooks for small business accounting. Attention is given to the application of the entire accounting cycle from the creation of a company file, up to and including the end-of-period closing for both service providers and merchandisers with an emphasis on planning and analysis.

**BA 303 - Business Info & Data Management (Credits: 4)**
Information Systems (IS) develop the information that managers use to make decisions and is a necessary component for the creation, storage, transformation, and protection of business data. This course will introduce you to IS and the design, analysis, and implementation of datasets and is intended to refine and extend skills in Microsoft Excel and other business management technologies. The course will conclude with a study of management information systems (MIS) and the role they play in organizations. Prerequisite: BA 131 or equivalent. 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: ACCT 213, BA 303, ECON 202, and STAT 243. Student must have at least sophomore standing to register for this course.

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 322 - 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: BA 131 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 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 Global Business (Credits: 4)
This course is an introduction to the cultural, financial, marketing, management and operational aspects of business in a globalized economy. It will prepare students to be competent business professionals in the continually evolving global environment and to meet the challenges and complexities associated with globalization. Special emphasis is given to cultural factors, fostering a global mindset, and understanding the role of global enterprises. Prerequisites: BA 312 and 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 or ACCT 303, BA 321, STAT 243 Student must have at least junior 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 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. Prerequisites: Students must have 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: 4)
Identifying new product/business opportunities and successfully bringing them to market is essential to the success of ANY organization. This process includes identifying the need, developing a product concept, evaluating the business case, proving the concept, developing the product, and launching it effectively. This course will study the science and best practices that underlie successful new product development. Prerequisites: 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. Prerequisites: BA 312 or EMSA 311.

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 and BA 321 or consent of instructor required.

BA 460 - Entrepreneurship (Credits: 4)
The pursuit of new product/venture ideas is the cornerstone of global economic growth. This activity is essential for creating new ventures (entrepreneurship) and sustaining the vitality of existing ventures (intrapreneurship). Entrepreneurship is also the single greatest source of social change and personal wealth. This course will explore common sources of new ideas and innovation, techniques for evaluating opportunities, and the legal principles that guide selection of structure and protection of intellectual property. This course will also examine tools and techniques used to identify required resources, pull together a team, and organize/operate effectively. 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 or EMSA 311.

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, 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. Prerequisite: BA 312, BA 321.

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. Prerequisites: BA 321.

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 (MNCs). 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 MNCs. 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 ECON prefix, BA 225, BA 312, BA 313 and BA 321.

BA 498 - Business Policy & Strategy (Capstone) (Credits: 4)
Institutional Graduation Requirement - UWR
Senior-level capstone course that focuses on the development and implementation of strategy as a means to success in business. This course integrates concepts and applications from various functional areas of business. Relying heavily on case studies and computer simulation, the focus is on how managers engage in strategic thinking, planning, analysis, and execution to gain a sustained competitive advantage in the marketplace. Prerequisites: ECON 201, BA 312, BA 313, BA 321 and BA 225. Student must have senior standing to register for this course.

BA 501 - Managerial Communications (Credits: 3)
This course presents communication as integral to management strategy and as a critical component for success in the workplace. In this class, you will develop a foundation for designing effective messages, both written and oral, from concept to delivery. You will use a strategic communication model to identify objectives, analyze audiences, choose information, and create the most effective arrangement and channel for that message. Particularly, the course emphasizes elements of persuasive communication: how to design messages for diverse and possibly resistant audiences and how to present that information in a credible and convincing way. Exercises employ numerous real or simulated business situations that require communication in different styles, using a variety of forms and methods. This course is designed to establish common communication protocols, determine critical self-awareness profiles, and identify the learning themes that will be applied throughout the program: strategic decision-making, communication, ethical behavior & corporate social responsibility, leadership, creative problem solving, and global perspective.

BA 502 - Organizational Management & Leadership (Credits: 3)
This course examines the influences that individual and group attitudes and behavior, organizational structure, history and culture have on enterprise performance. The multi-dimensional nature of the course draws from several interconnected fields including psychology, sociology, management, communications and ethics. Examples of focus are organizational values and culture, conflict, power, diversity and need for continuous adaptation due to global environmental influences. The course enables the enterprise leader to evaluate and manage the composition of the business’s structure to maximize human and organizational resources.

BA 503 - Marketing Strategies & Technique (Credits: 3)
Students will acquire a working knowledge of marketing strategy and tactics. In particular, students will learn how to tune the marketing mix (product, people, price, place, promotion) in response to a variety of market dynamics; explore the importance of a powerful brand; and identify tools, programs, strategies, and business models that support these elements. This course will explore application of these principles through case-based analysis and specific marketplace examples.

BA 504 - Entrepreneurial Finance (Credits: 3)
Students will gain an understanding of the unique financial needs associated with high growth early stage business ventures. In particular, students will understand the proper sources/uses of funds at any stage in the business lifecycle. They will also understand that value of leverage to preserve ownership equity, the proper use of equity incentives, and acquire a working knowledge of the venture funding process.

BA 505 - Creativity and Innovation (Credits: 3)
This course will provide students with an understanding of the sources and uses of creativity and innovation within organizations and society. Students will study tools and techniques designed to help produce innovative solutions, learn the principles required to develop creative teams, and develop an appreciation for the linkage between bounded risk taking and competitive advantage. Case studies and class exercises will explore organizations and individuals that excel at producing break-through products and services and those who took their eye off the ball. Students will also assess their own personal creative capacity and explore techniques to harness and enhance those skills.

BA 506 - Global Business Intelligence (Credits: 3)
The principle executive of an enterprise must constantly anticipate movements in the global environment to sustain an enterprise's competitive advantage and provide leadership to flourish during uncertain times. This course will cover topics such as the economics of globalization, global geopolitical and security trends, cultural dynamics, the ethical use of business intelligence and the usage of data base mining/analysis to strengthen the decision-making strategies when operating in a global environment.
BA 507 - Seminar (Credits: 1 to 6)
Seminar. Student must have graduate standing to register for this course.

BA 508 - Sustainable Competitive Advantage (Credits: 3)
Students will learn to use the tools and techniques associated with modern business strategy to create sustainable competitive advantage. In particular, students will discuss and master the fundamentals of modern competitive strategy; learn to assess the opportunities and threats present in the external environment; identify the strengths, weaknesses, and core competencies within any organization; and then create a pro-active strategic plan that capitalized on these factors.

BA 509 - Optimization (Credits: 3)
Optimization, or managerial economics, is concerned with the application of economic principles and methodologies to key management decisions within organizations. It fosters the goals of the organization, as well as a better understanding of the external business environment in which an organization operates. Managerial Economics is fundamentally a unique way of thinking about problems, issues and decisions that managers face in each of the functional areas of the organization as well as the strategic decisions faced by general manager. This course will apply microeconomic theory to make rational, business decisions based on the optimization goals of the organization. Optimization goals may include profit maximization, cost minimization, resource allocation, and logistic and production decisions. Game theory will also be studied as a means to determine how your decisions may impact the decisions and behaviors of others. The impacts of various economic market structures (monopoly, oligopolies, etc.) on decision making will also be explored.

BA 510 - Selected Topics (Credits: 1 to 6)
Special Topics. Student must have graduate standing to register for this course.

BA 511 - Operational Decision Making (Credits: 3)
An operations strategy refers to a set of operational decisions that an enterprise makes to achieve a long-term competitive advantage. The operations strategy supports the overall organizational strategy by ensuring the physical assets and organizational resources, including technology, personnel, facilities, processes, logistics and other related capital, are aligned with the direction set out in the organizational strategy. Achieving the operations strategy is primarily accomplished by maximizing the effectiveness of production and support elements, minimizing costs, and delivering value, both within the firm and across the network of suppliers and customers.

BA 521 - Business and the Environment (Credits: 3)
This course provides an overview of the evolution of the environmental movement, including related literature and legislation. It analyzes the three legs of sustainability and how they are shaping customer expectations of businesses nationally and globally as well as considering how these expectations create opportunities for new products, services, and innovations. The course considers some practical ways companies can reduce their carbon footprints while reducing energy consumption for cost savings. Finally, the course looks at some current trends in Corporate Social Responsibilities (CSR) that will be shaping corporate strategies nationally and globally over the next decade.

BA 522 - Emotional Intelligence and Management (Credits: 3)
This course gives students the tools needed to be emotionally intelligent in the workplace. It is designed to help students understand the linkage between Emotional Intelligence (EI) and business success. To do this, students will be exposed to the core principles of Emotional Intelligence which will enable them to manage their own impulses, communicate with others effectively, manage change well and solve problems. Students will learn best practices in developing/leveraging EI abilities: being aware of self and others, understanding emotions, and emotional management.

BA 523 - Alternative Business Strategies (Credits: 3)
This course will provide an in-depth look at alternative models for business managers and leaders. Alternative business models examine the decision making process beyond the economic and financial responsibilities of the company and includes making decisions in favor of society and stakeholders first. It will examine the meaning of corporate social responsibility and conscious capitalism and the concerns of various stakeholders including those outside of the business.

BA 524 - Disaster Recovery and Business (Credits: 3)
This course covers Business Continuity Planning, a methodology used to create and validate a plan for maintaining continuous business operations before, during, and after disasters or disruptive events. It also covers Disaster Recovery, which is aimed at stopping the effects of disasters as quickly as possible, and addressing the immediate aftermath.

BA 525 - Strategic Agribusiness Management (Credits: 3)
The course will investigate the global food and agribusiness system and will address issues in the strategic management of agricultural and food businesses. Emphasis is on developing a framework for formulating strategy, making strategic choices in a variety of business environments, and implementing strategy. Extensive use of management case studies and project with an agribusiness firm focus on developing managerial problem-solving skills will be utilized.
BA 526 - Taxes and Business Strategy (Credits: 3)
Traditional finance and strategy courses do not consider the role of taxes. Similarly, traditional tax courses often ignore the richness of the decision context in which tax factors operate. The objective of this course is to develop a framework for understanding how taxes affect business decisions. A recurring theme will be linking the tax strategies that we learn with concepts from corporate finance, financial accounting, business law, and economics. We make extensive use of real transactions to illustrate the impact of tax structure on earnings and cash flow.

BA 527 - Advanced Accounting Theory (Credits: 3)
Analysis of trends in accounting through review of the major publications of the accounting profession. Emphasis on the structure of accounting theory underlying the concepts of assets and income determination.

BA 699 - MBA Capstone (Credits: 3)
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.