BUSINESS ADMINISTRATION (BSAD)

Courses

BSAD 010. The Business Enterprise. 0 or 3 Credits.
This fundamental course provides instruction in how businesses work
and what is required to excel and lead in today's work environment.

BSAD 015. Business Communications. 3 Credits.
Provides students a basic understanding of professional business
communications.

BSAD 025. Sustainable Bus Strategies. 3 Credits.
Focus is on how businesses interact with society and the
environment, and the role of innovation and strategy to business
success. Pre/co-requisites: BSAD 010, BSAD 015, EC 011 and 012,
MATH 019 and MATH 020 or MATH 021, and STAT 141.

BSAD 030. Decision Analysis. 3 Credits.
Introduces students to the tools and techniques necessary for
effective decision-making in business organizations operating in a
complex and dynamic environment. Pre/co-requisites: BSAD 060,
MATH 019 and MATH 020 or MATH 021, and STAT 141.

BSAD 035. Workplace Communications. 1 Credit.
Students enrolled must participate in an approved internship.
Exploration of classroom theory applied to workplace. Focus on
communication and writing. Prerequisites: Business major or minor;
Sophomore standing.

BSAD 040. Information Technology & Mgmt. 0 or 3 Credits.
Introduction to use of technology and computers in decision-
making functions of management. Includes coverage of information
technology, computer software applications, and programming.
Credit cannot be received for CS 002 or CS 003 after completion of
BSAD 040. Students required to bring laptop with BSAD software to
every class. Pre/co-requisite: BSAD only.

BSAD 060. Financial Accounting. 3 Credits.
Introduction to the accounting system and generally accepted
accounting principles that govern income determination and financial
position presentation. Prerequisites: BSAD majors or minors, CSIS,
EMGT; Sophomore standing. Credit will be granted for only one of
BSAD 060 or BSAD 065.

BSAD 061. Managerial Accounting. 3 Credits.
Introduction to use of accounting for planning, cost behavior,
budgeting, analysis and decision making. Prerequisites: BSAD 060
or BSAD 065; BSAD majors or minors, CSIS, EMGT; Sophomore
standing.

BSAD 095. Special Topics. 0-6 Credits.
See Schedule of Courses for specific titles.

BSAD 096. Special Topics. 1-18 Credits.
See Schedule of Courses for specific titles.

BSAD 101. Business Savvy. 6 Credits.
Introduces non-business majors to the fundamentals of accounting,
finance, marketing, operations, human resources, and strategy.
Students also participate in an integrative, comprehensive business
simulation. Pre/co-requisites: Non-BSAD majors only; Junior,
Senior, or recent Graduate standing; minimum GPA = 2.5; or
Instructor permission.

BSAD 117. Business Law I. 3 Credits.
Concepts of law as related to business, including law of contracts,
sales, bailments, and negotiable instruments, business and laws of
agency, partnerships, and corporations. Prerequisite: Sophomore
standing.

BSAD 118. Business Law II. 3 Credits.
Concepts of law as related to business, including law of contracts,
sales, bailment, and negotiable instruments, business and law agency,
partnerships, and corporations. Prerequisite: Sophomore standing.

BSAD 120. Leadership & Org Behavior. 3 Credits.
How people in organizations think and behave. Focuses on how
leadership and motivation affect individuals and teams in the
workplace and a global business context. Prerequisite: Junior
standing.

BSAD 121. ST in Organizational Behavior. 3 Credits.
Focuses on ways in which individuals and work groups within
organizations can be better utilized as organizational resources.
Prerequisite: BSAD 120.

BSAD 127. International Management. 3 Credits.
Reviews special problems in the management of human resources
in a global economy. Focuses on cultural differences, a comparison
of labor-management systems in a number of countries, the role of
multinational corporations, and the impact of foreign enterprises on
employment practices in host countries. Prerequisite: BSAD 120;
Senior standing.

BSAD 132. Political Envir of Business. 3 Credits.
Explore the rationale for government interaction with business.
Analyze (1) business, and the broader society’s demand for public
policy, as well as (2) the political institutions that supply public policy
in both domestic and international contexts. Pre/co-requisites: EC
011 and EC 012; Junior standing.

BSAD 137. Entrepreneurial Leadership. 3 Credits.
This experiential course is suitable for students aiming for leadership
roles in an existing organization or for those who want to launch a
new venture. Prerequisite: Junior standing.
BSAD 138. Entrepreneurship: Bus Planning. 3 Credits.
Develop a business plan for creation of a new venture. Explore financial and market feasibility and draw upon conceptual foundations of entrepreneurship. Prerequisites: BSAD 137 or permission of the Instructor; Senior standing.

BSAD 141. Info,Technology & Bus Systems. 3 Credits.
Introduces business information systems and how they enable better managerial decision-making. Discusses problems in analyzing, designing, and implementing such systems. Pre/co-requisites: BSAD 060 and BSAD 061 or BSAD 065; BSAD 040 or Computer Science major.

BSAD 142. Structured Business Prgmming. 0 or 3 Credits.
Fundamental principles of business computer programming. Topics include: the constructs of structured programming, modular development, sequential and nonsequential access techniques. Exercises include data editing, reporting, file updating. An on-line program development mode is used. Credit cannot be received for both CS 014 and BSAD 142. Prerequisite: BSAD 141.

BSAD 143. Struc Anyl & Dsgn Business Sys. 3 Credits.
In-depth study of business information system development cycle emphasizing analysis and design phases. Structured analysis and design techniques used to develop models of business information systems. Case studies such as payroll, inventory, accounts receivables, order entry, billing. Prerequisite: BSAD 141.

BSAD 144. Data Base Development & Admin. 3 Credits.
Data base system development cycle from analysis to design, implementation, and administration. Central focus on complex data structure modeling, data base implementation and administration. A project involving analysis, design, and implementation required. Prerequisite: BSAD 141, BSAD 143, or Instructor permission.

BSAD 145. Managing Info System Resource. 3 Credits.
Theory and practice of managing resources of an organization’s information system. Responsibilities and interactions of upper level, function area, and information system managers emphasized. Topics include project selection and control, staffing, organizing, planning, and managing the information system function. Students required to bring laptop with BSAD software to every class. Pre/co-requisites: BSAD 120, BSAD 141, concurrent enrollment in BSAD 144, or Instructor permission.

BSAD 146. Business Data Communications. 3 Credits.
The course covers basic concepts of data communications, networking, and network management and security. Focus is on local area networking (LAN) technologies and protocols. Includes various hands on lab-based exercises. Pre/co-requisite: BSAD 141; BSAD majors only; Junior standing.

BSAD 147. Green IT & Virtualization. 3 Credits.
This course will analyze the environmental, managerial and economic benefits of emerging IT platforms for data center, systems continuity, remote workforce and e-waste management. Pre/co-requisites: BSAD 040, BSAD 141, CS 002, CS 003, or CALS 085.

BSAD 150. Marketing Management. 3 Credits.
The place of marketing in our economy. Analysis of the market structure by function, institutions, and commodities. Consumer and organizational activities reviewed. Credit cannot be received for CDAE 168 after completion of BSAD 150. Prerequisites: STAT 141; EC 011, EC 012; Junior standing.

BSAD 152. Business to Business Marketing. 3 Credits.
Exploration and analysis of the marketing of goods and services to organizations. Topics include organizational buying, market segmentation, positioning, pricing, communication, physical distribution and customer service, and sales management. Prerequisite: BSAD 150.

BSAD 153. Consumer Behavior. 3 Credits.
Exploration and analysis of research evidence from marketing and behavioral science relevant to a theory of consumer behavior. Emphasis also given to research methodologies. Credit cannot be received for both CDAE 127 and BSAD 153. Prerequisite: BSAD 150.

BSAD 155. Marketing Communications. 3 Credits.
Emphasizes the coordination of advertising and sales promotion into cohesive, single-minded promotional programs. Stresses the need to integrate promotional activity into the overall marketing strategy. Prerequisite: BSAD 150. Credit cannot be received for both CDAE 128 and BSAD 155.

BSAD 156. Product Management. 3 Credits.
Course provides an overview of product management. Key perspectives that shape the field including the new product development process will be emphasized. Pre/co-requisite: BSAD 150; BSAD major or minor; Junior standing.

BSAD 157. Business Forecasting Methods. 3 Credits.
Study of how corporations account for and present the results of their financial activities. Emphasizes accounting for assets, current liabilities, and the related revenue and expenses. Provides overview of the four primary financial statements and accompanying notes. Pre/co-requisites: BSAD 060; Junior Standing.

BSAD 161. Intermediate Accounting I. 3 Credits.
Continuation of Intermediate Accounting I, with emphasis on accounting and reporting of liabilities, owners’ equity and related effect on income determination of an enterprise. Prerequisites: BSAD 161/ BSAD 261; Junior standing.

BSAD 165. Marketing Analysis and Action. 3 Credits.
A second-level undergraduate marketing course that combines managerial and analytic approaches to gaining insight into customer attitudes and behaviors and improving market decision-making. Pre/co-requisite: BSAD 150.

BSAD 170. Business Forecasting Methods. 3 Credits.
Looks inside the crystal ball at major forecasting methods (Smoothing, Regression, Econometric, Box-Jenkins, Combined), and analyzes elements of good forecasting practice in an organization. Extensive use of PC forecasting packages. Prerequisites: STAT 141, EC 011, EC 012; Junior standing.
BSAD 173. Operations Management. 3 Credits.
Introduces decisions related to the design, management, and improvement of activities that create and deliver a firm's products and services. Pre/co-requisites: MATH 020 or MATH 021, STAT 141, and Junior standing.

BSAD 175. Management of Technology. 3 Credits.
Role of technology in industry, the nature of technological change, strategies, management, research and development, forecasting, product service/project selection, development, management, transition to market, and evaluation. Prerequisite: Senior standing in Engineering or Business Administration. Cross-Listed with: EMGT 175.

BSAD 178. Quality Control. 3 Credits.
Analysis and design of systems for obtaining quality in operations. Statistical process control (SPC) emphasized, along with current management philosophies and concepts. Prerequisite: MATH 020 or MATH 021, STAT 141 or equivalent; Junior standing.

BSAD 180. Managerial Finance. 3 Credits.
The financial function in the corporation. Techniques for evaluating current use of resources and proposed resource acquisitions or dispositions. Credit cannot be received for CDAE 167 after completion of BSAD 180. Prerequisites: BSAD 060, BSAD 061, EC 011, EC 012, and STAT 141; Junior standing.

BSAD 181. Intermediate Financial Mgmt. 3 Credits.
Examines key areas of financial decision making. With cases and problems, issues such as capital budgeting, leasing, mergers, and acquisitions examined. Prerequisite: BSAD 180.

BSAD 183. International Finance Mgmt. 3 Credits.
Theories and practices of international financial management examined. Topics investigated include: systems of international exchange, spot and forward markets, and expropriation and exchange risk. Prerequisite: BSAD 180.

BSAD 184. Financial Institutions&Markets. 3 Credits.
Study of level and structure of interest rates and characteristics of financial institutions and markets. Topics include market vs. natural rate of interest, interest rate structure, behavior of interest rates. Prerequisite: BSAD 180.

BSAD 191. Strategy and Competition. 0 or 3 Credits.
Integrative, capstone course concerned with issues and decisions facing senior executives directing entire enterprises. Students develop analytical skills surrounding industry analysis, strategy formulation, organizational design, and competitive dynamics. Pre/co-requisites: Senior standing; BSAD 120, BSAD 150, BSAD 180; Recommended to take after completing all BSAD Field Courses.

BSAD 192. Business Process Improvement. 3 Credits.
Familiarizes students with the basic conceptual issues of continuously improving business processes to compete more effectively on quality, time, and cost. Prerequisite: Junior standing.

BSAD 193. Honors Rsch Methods Seminar. 3 Credits.
Prepares students for thesis requirement. Upon completion, students will be fully versed in the research process and understand different research methodologies. Prerequisites: BSAD Honors College students only; Junior standing; completion of the basic business core courses.

BSAD 194. Internship. 3 Credits.
Independent research under faculty supervision, in connection with a preprofessional work experience. Written requirements include a substantive analysis of an aspect of the internship, linking it with the academic curriculum. Prerequisite: Completion of the Basic Business Core courses; at least one Business Field Course; cumulative GPA of at least a 3.0; permission of the School of Business Administration.

BSAD 195. Special Topics. 1-18 Credits.
Specialized or experimental courses offered as resources permit.

BSAD 196. Special Topics. 1-18 Credits.
Specialized or experimental courses offered as resources permit.

BSAD 197. Independent Study. 1-6 Credits.
Independent investigation designed by the student as a means of applying prior course work to a specialized problem. Well suited for senior projects. Prerequisite: Permission of BSAD Undergraduate Studies Committee.

BSAD 198. Independent Study. 1-6 Credits.
Independent investigation designed by the student as a means of applying prior course work to a specialized problem. Well suited for senior projects. Prerequisite: Permission of BSAD Undergraduate Studies Committee.

BSAD 222. Human Resource Management. 3 Credits.
Critical examination of contemporary problems in human resource management; including job analysis, recruitment, training and employee development, health and safety, compensation, performance appraisal, and related topics. Prerequisite: BSAD 120; Senior standing.

BSAD 226. Current Iss in Mgmt & Org Thry. 1-3 Credits.
Subjects may include training and development, selection and recruitment, and affirmative action. Prerequisite: BSAD 120.

BSAD 251. Marketing Research. 3 Credits.
The role of research in a marketing information framework. Emphasis on survey research, data collection, and analysis. Experimental designs also examined. Prerequisite: BSAD 150.

BSAD 252. Marketing Research Practicum. 3 Credits.
Market research field project. Students design survey instruments, collect and analyze data, and present results to clients in a business environment. Prerequisites: BSAD 251 and Instructor permission.

BSAD 256. Retail Management. 3 Credits.
Course provides an overview of retail management. Key perspectives that shape the field including strategic planning, merchandising, and competitive advantage are emphasized. Pre/co-requisites: BSAD 150; BSAD majors or minors, MBA or Senior standing.
BSAD 258. D2: Int’l Market Analysis. 3 Credits.
Examines the cultural, economic, historic, and political factors that affect the analysis of foreign markets. Specific attention is given to the processes by which market entry decisions are developed and implemented. Prerequisites: Junior/Senior/Graduate standing; BSAD 150 or permission of the Instructor.

BSAD 260. Financial Statement Analysis. 3 Credits.
A study of the concepts and techniques underlying corporate financial statement analysis, with an emphasis on equity valuation models. Pre/co-requisites: BSAD majors/minors; Senior or Graduate standing; BSAD 180 or BSAD 308.

BSAD 263. Environmntl & Social Reporting. 3 Credits.
An examination of voluntary and mandatory reporting of environmental and other social activities along with related issues through readings and research. Prerequisites: Junior standing; BSAD 061 or BSAD 065 or BSAD 306.

BSAD 264. Intro to Federal Taxation. 3 Credits.
An introduction to US federal taxation as it applies to individuals and business entities including proprietorships, partnerships, C Corporations, S Corporations. Pre/co-requisites: BSAD majors/minors; Senior or Graduate standing; BSAD 060 and BSAD 061 or their equivalent.

BSAD 265. Accounting Information Systems. 3 Credits.
Examination of how accounting information is collected, stored and made available to decision makers with an emphasis on internal control implementation. Pre/co-requisites: BSAD majors/minors; Senior or Graduate standing; BSAD 060 and BSAD 061 or their equivalent.

BSAD 266. Advanced Accounting. 3 Credits.
Focuses on accounting for business combinations and developing consolidated financial statements. Includes accounting for foreign currency transactions, foreign subsidiaries, governmental entities and not-for-profit organizations. Pre/co-requisite: BSAD 162.

BSAD 267. Auditing. 3 Credits.
Examination of auditing theory and practice. Topics include standards, ethics and legal responsibilities of the profession, audit planning, internal control, audit evidence and auditor communications. Pre/co-requisites: BSAD majors/minors; Senior or Graduate standing; BSAD 162, BSAD 265.

BSAD 268. Adv Topics in Management Acctg. 3 Credits.
Emphasizes use of internal and external information in management decision making; includes cost of inventory, business activities, strategic use of information, long-range planning. Prerequisites: BSAD 061 or BSAD 306 or equivalent; Senior/Graduate standing.

BSAD 270. Quant Anyl for Managerial Dec. 3 Credits.
Application of management science methods to managerial decision making, emphasizing modeling and use of solution results. Topics include mathematical programming, waiting-line analysis, and computer simulation. Prerequisite: STAT141, MATH 020 or MATH 021.

BSAD 282. Security Val & Portfolio Mgmt. 3 Credits.
Examination of theories and evidence on the investment decision process including operations of equity securities markets, market efficiency, financial asset prices, and portfolio management. Pre/co-requisite: BSAD 180 or BSAD 308.

BSAD 285. Options and Futures. 3 Credits.
Financial derivatives - options, futures and swaps. Topics include: structures of the markets for exchange traded and over-the-counter derivatives; identification and exploitation of arbitrage opportunities; use and misuse of derivatives to hedge risk in both financial and product markets. Pre/co-requisites: Junior Standing; BSAD 180 or BSAD 308.

BSAD 288. Wall Street Seminar. 3 Credits.
Application of financial theory to stock/bond valuation, credit analysis, security underwriting, or risk management. Students will complete projects assigned by major financial service firms. Prerequisites: BSAD 180; Instructor invitation only.

BSAD 289. Real Estate Finance. 3 Credits.
This course is an introduction of real estate finance and investments. Topics include urban economics, appraisal, investment value analysis, financing, and development. Pre/co-requisites: BSAD 180; BSAD major, minor, MBA, Junior standing.

BSAD 293. Integrated Product Development. 3 Credits.
Project-based course focusing on the entire product life cycle. Team dynamics, process and product design, quality, materials, management, and environmentally-conscious manufacturing. Prerequisite: Junior/Senior standing or Instructor Permission. Cross-listed with: ME 265, STAT 265.

BSAD 295. Special Topics. 1-18 Credits.
Advanced courses on topics beyond the scope of existing departmental offerings. See Schedule of Courses for specific titles and prerequisites. Prerequisite: Senior standing.

BSAD 299. Business Admin Honors Thesis. 3-6 Credits.
Honors thesis dealing with business administration topics. Honors College students only. Pre/co-requisite: By application only; See BSAD honors faculty advisor.