BUSINESS ADMINISTRATION (BSAD)

Courses

BSAD 009. Personal Finance & Investing. 3 Credits.
Analyze the process for making personal financial decisions; develop personal financial goals in view of an individual's background and emotions related to money, debt, spending habits, risk taking etc.; assess economic factors that influence financial planning.

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. Prerequisite: First Year Business Administration major.

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

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. Prerequisites: EC 011, EC 012; MATH 019 or MATH 021; Minimum Sophomore standing; Business Administration major.

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. Prerequisites: BSAD 060; Business Administration major.

BSAD 035. Internship: Career Navigation. 1-3 Credits.
Students enrolled must participate in an approved internship. Exploration of classroom theory applied to workplace. Focus on success in the workplace. Variable credit, 1-3. One credit hour is equivalent to 40 hours of internship site work per University guidelines. Prerequisites: Minimum Sophomore standing; Business Administration major or minor. Co-requisite: Concurrent internship.

BSAD 040. Information Technology & Mgmt. 3 Credits.
Use of technology in decision-making functions of management. Covers information technology, software applications, and programming. Students required to bring laptop with BSAD software to class. Not required for Business Administration majors enrolled 2013 or later. Open to non-Business Administration majors.

BSAD 060. Financial Accounting. 3 Credits.
Introduction to the accounting system and generally accepted accounting principles that govern income determination and financial position presentation. Credit will be granted for only one of BSAD 060 or BSAD 065. Prerequisites: EC 011 and either MATH 019 or MATH 021; Business Administration, Computer Science & Information Systems, Dietetics, Nutrition & Food Science, or Engineering Management major or Business Administration minor; Minimum Sophomore standing.

BSAD 061. Managerial Accounting. 3 Credits.
Introduction to use of accounting for planning, cost behavior, budgeting, analysis and decision making. Prerequisites: BSAD 060; Business Administration, Engineering Management, Dietetics, Nutrition and Food Sciences, Computer Science & Information Systems major, Business Administration minor; Minimum Sophomore standing.

BSAD 095. Special Topics. 0-6 Credits.
See Schedule of Courses for specific titles. Prerequisite: Minimum Sophomore standing.

BSAD 096. Special Topics. 1-18 Credits.
See Schedule of Courses for specific titles. Prerequisite: Minimum Sophomore standing.

BSAD 101. Business Savvy. 3 Credits.
Introduces non-business majors to the fundamentals of accounting, finance, marketing, operations, management, strategy. May be used by business minors to fulfill three credits of upper-level business electives. Prerequisites: Non-Business Administration major; Minimum Sophomore student.

BSAD 102. Professional Development Series. 1 Credit.
Provides a basic understanding of professionalism and helps students prepare for their career search. Prerequisites: BSAD 025; Business Administration major; Junior standing.

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. Prerequisites: EC 011, EC 012; Business Administration major or minor; Minimum 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. Prerequisites: EC 011, EC 012; Business Administration major or minor; Minimum 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. Prerequisites: Business Administration, Computer Science & Information Systems, Engineering Management, Dietetics, Nutrition and Food Sciences major, Business Administration minor; Minimum 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. Prerequisites: BSAD 120; Business Administration major or minor; Minimum Junior standing.
BSAD 123. Collective Barg & Conflict Res. 3 Credits.
Foci...th student's negotiation skills. Topics include the union contract, the causes of strikes, and the techniques for resolving conflict. A bargaining simulation is incorporated. Prerequisites: BSAD 120; Business Administration major or minor; Minimum Junior standing.

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. Prerequisites: BSAD 120; Senior standing; Business Administration major or minor.

BSAD 128. Doing Business Internationally. 4 Credits.
Explores the cultural dimension of working and conducting business in international settings. Prerequisites: Instructor permission; Minimum Sophomore 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. Prerequisites: EC 011, EC 012, BSAD 060, STAT 141; MATH 019 or MATH 021; Minimum Junior standing; Business Administration, Engineering Management, Computer Science & Information Systems major; Business Administration minor.

BSAD 137. Entrepreneurial Leadership. 3 Credits.
Experiential course suitable for students aiming for leadership roles in an existing organization or for those who want to launch a new venture. Prerequisites: BSAD 120; Minimum Junior standing; Business Administration, Engineering Management major; Business Administration minor.

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 060; Minimum Junior standing; Business Administration, Computer Science & Information Systems, Engineering Management major; Business minor.

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. Prerequisites: EC 011, EC 012, STAT 141; MATH 019 or MATH 021; BSAD 030 or BSAD 040; Minimum Junior standing; Business Administration, Engineering Management, Computer Science, Computer Science & Information Systems major; Business Administration minor.

BSAD 142. Structured Business Prgmnning. 3 Credits.
Fundamental principles of business computer programming. Topics include: constructs of structured programming, modular development, sequential and nonsequential access techniques. Applications include data editing, reporting, file updating, on-line program development. No credit for both CS 014 and BSAD 142. Prerequisites: BSAD 141; Minimum Junior standing; Business Administration, Engineering Management, Computer Science, Computer Science & Information Systems major, Business Administration minor.

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. Prerequisites: BSAD 141; Business Administration, Engineering Management or Computer Science & Information Systems major or Business Administration minor; Minimum Junior standing.

BSAD 144. Database Management. 3 Credits.
Covers the foundational knowledge of how databases are designed, built and optimized for performance. Students will work with an enterprise database platform to understand how commercially available database products are used in the modern enterprise. Prerequisites: BSAD 141; Minimum Junior standing; Business Administration, Engineering Management, Computer Science & Information Systems major, Business Administration minor.

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. Prerequisites: BSAD 120, BSAD 141; Business Administration major; Minimum Junior standing.

BSAD 146. Business Data Communications. 3 Credits.
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. Prerequisite: BSAD 141; Minimum Junior standing; Business Administration, Computer Science & Information Systems, Engineering Management major, Business Administration minor.

BSAD 147. Green IT & Virtualization. 3 Credits.
Analyzes the environmental, managerial and economic benefits of emerging IT platforms for data center, systems continuity, remote workforce and e-waste management. Prerequisites: BSAD 141; Minimum Junior standing; Business Administration, Engineering Management, Computer Science & Information Systems major; Business Administration minor.
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; MATH 019 or MATH 021; Minimum Junior standing; Business Administration, Computer Science & Information Systems, Engineering Management major; Business Administration minor.

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. Prerequisites: BSAD 150; Business Administration major or minor; Minimum Junior standing.

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. Prerequisites: BSAD 150; Business Administration major or minor; Minimum Junior standing.

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. Credit cannot be received for both CDAE 128 and BSAD 155. Prerequisites: BSAD 150; Business Administration major or minor; Minimum Junior standing.

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. Prerequisites: BSAD 150; Business Administration major or minor; Minimum Junior standing.

BSAD 157. Exploration and Analysis of Research Evidence from Marketing and Behavioral Science. 3 Credits.
BSAD 155. Marketing Communications. 3 Credits.
BSAD 150. Marketing Management. 3 Credits.
BSAD 156. Product Management. 3 Credits.
BSAD 158. Business Forecasting Methods. 3 Credits.
BSAD 170. Business Forecasting Methods. 3 Credits.

BSAD 158. Business Forecasting Methods. 3 Credits.
Introduces decisions related to the design, management, and improvement of activities that create and deliver a firm’s products and services. Prerequisites: STAT 141, BSAD 060; MATH 020 or MATH 021; Minimum Junior standing; Business Administration, Engineering Management, Computer Science & Information Systems major; Business Administration minor.

BSAD 159. 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. Prerequisites: BSAD 150; Business Administration major or minor; Minimum Junior standing.

BSAD 160. Intermediate Accounting I. 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. Prerequisites: BSAD 060, BSAD 061; Business Administration major or Accounting minor; Minimum Junior standing.

BSAD 161. Intermediate Accounting II. 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, Business Administration major or Accounting minor; Minimum 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. Prerequisites: BSAD 150; Business Administration major or minor; Minimum Junior standing.

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; Business Administration major or minor; Minimum 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. Prerequisites: STAT 141, BSAD 060; MATH 020 or MATH 021; Minimum Junior standing; Business Administration, Engineering Management, Computer Science & Information Systems major; Business Administration minor.

BSAD 175. Management of Technology. 3 Credits.
Role of technology in industry, the nature of technological change, strategies, management, research and development, forecasting, product selection, development, management, transition to market, and evaluation. Prerequisites: BSAD 173; Senior Engineering Management or Business Administration major. 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. Prerequisites: BSAD 173; Business Administration, Engineering Management or Computer Science & Information Systems major or Business Administration minor; Minimum 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, EC 011, EC 012, STAT 141; MATH 020 or MATH 021; Minimum Sophomore standing; Business Administration major or minor.

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. Prerequisites: BSAD 180; Business Administration major or minor; Minimum Junior standing.
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. Prerequisites: BSAD 180 and BSAD 282; Minimum Junior standing; Business Administration major or minor.

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. Prerequisites: BSAD 180; Business Administration major or minor; Minimum Junior standing.

BSAD 185. Special Topics. 0-18 Credits.
Junior standing. Prerequisite: Business Administration major or minor; Minimum Junior standing; Business Administration major or minor. Specialized or experimental courses offered as resources permit.

BSAD 191. Strategy and Competition. 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. Recommended to take after completing all BSAD Field Courses. Prerequisites: BSAD 120, BSAD 150, BSAD 173, BSAD 180; Senior Business Administration major.

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. Prerequisites: BSAD 141; Business Administration, Engineering Management or Computer Science & Information Systems major or Business Administration minor; Minimum 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 060, BSAD 061, STAT 141, BSAD 025, BSAD 030, Junior Honors College Business Administration student.

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. 0-18 Credits.
Specialized or experimental courses offered as resources permit. Prerequisite: Business Administration major or minor; Minimum Junior standing.

BSAD 196. Special Topics. 1-18 Credits.
Specialized or experimental courses offered as resources permit. Prerequisite: Business Administration major or minor; Minimum Junior standing.

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. Prerequisites: Business Administration major; Instructor permission; Minimum Junior standing.

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. Prerequisites: Business Administration major; Instructor permission; Minimum Junior standing.

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. Prerequisites: BSAD 120; Business Administration major or minor; Minimum Junior standing.

BSAD 226. Current Iss in Mgmt & Org Thry. 1-3 Credits.
Subjects may include training and development, selection and recruitment, and affirmative action. Prerequisites: BSAD 120; Business Administration major or minor; Minimum Junior standing.

BSAD 235. Entrepreneurial Family Firms. 3 Credits.
Students will learn to work effectively in and with family enterprises - the predominant organizational form in the world. By understanding their unique advantages and challenges, you will learn to develop strategic solutions to improve the family and business performance. Prerequisites: BSAD 120; Business Administration, Engineering Management major, Business Administration minor; Minimum Junior standing.

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. Prerequisites: BSAD 150; Business Administration major or minor; Minimum Junior standing.

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; Business Administration major or minor; Instructor permission; Minimum Junior standing.

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. Prerequisites: BSAD 150; Business Administration major or minor; Minimum Junior standing.

BSAD 258. D2: Intnl 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: BSAD 150, Business Administration major or minor; Minimum Junior standing.
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. Prerequisites: BSAD 180; Senior Business Administration major.

BSAD 263. SU:Environmntl & Social Rprtng. 3 Credits.
An examination of voluntary and mandatory reporting of environmental and other social activities along with related issues through readings and research. Prerequisites: BSAD 060, BSAD 061, BSAD 180; Business Administration major; Minimum Junior standing.

BSAD 264. Corporation Taxation. 3 Credits.
A survey of the tax consequences for C corporations and their shareholders of womb-to-tomb transactions, which might include formations, acquisitions, divisions, consolidations, and international operations as well as the reporting of book/tax differences. Prerequisites: BSAD 060, BSAD 061; Senior standing; Business Administration major, Master of Accountancy student, Business Administration minor, Accounting minor.

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. Prerequisites: BSAD 060, BSAD 061; Senior standing; Business Administration major, Master of Accountancy student, Business Administration minor, Accounting minor.

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. Prerequisites: BSAD 162, BSAD 265; Senior standing; Business Administration major, Master of Accountancy student, Business Administration minor, Accounting minor.

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 060, BSAD 061; Senior standing; Business Administration major, Master of Accountancy student, Business Administration minor, Accounting minor.

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. Prerequisites: MATH 020 or MATH 021; STAT 141; BSAD 030 or BSAD 040; Minimum Junior standing; Business Administration major or minor.

BSAD 272. Business Admin Honors Thesis. 3-6 Credits.
Honors thesis dealing with business administration topics. Honors College students only. Prerequisites: BSAD 193; Senior standing; Business Administration Honors College student.

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. Prerequisites: BSAD Prerequisites: BSAD 180; Business Administration major or minor; Minimum Junior standing.

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. Prerequisites: BSAD 181, BSAD 282; Minimum Junior standing; Business Administration major or minor.

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 181, BSAD 282; Senior standing; Business Administration major; Instructor permission.

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. Prerequisites: BSAD 180; Business Administration major or minor; Minimum 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 Business Administration major or minor.

BSAD 299. Business Admin Honors Thesis. 3-6 Credits.
Honors thesis dealing with business administration topics. Honors College students only. Prerequisites: BSAD 193; Senior standing; Business Administration Honors College student.