

# Business Administration (BUAD)

## **BUAD 090 Business Internship 0.0 SH [ ]**

Professional internship in an off-campus, 3rd party business setting that will prepare the student for a career in business. Position may be in any area of marketing, finance, operations, or management but must provide a professional career-based experience. The internship supports the Business Administration major by providing context and experience relative to the concepts taught within the major.

**Field of Study Restrictions:** Business Administration Majors only.

## **BUAD 110 Discovering Business 3.0 SH [GESS]**

A course specifically designed for non-majors offering a new approach to the integrated discovery of basic business concepts. Students gain an understanding of how economics, entrepreneurship, management, marketing, accounting, finance, and business ethics all work together in the successful enterprise. Case studies involving companies, business leaders and entrepreneurs, as well as team projects, make business principles relevant for the student.

## **BUAD 120 Financial Literacy 1.0-3.0 SH [ ]**

This course provides students with an introduction to key topics in personal finance. It explores money management, personal budgeting, financial services, credit, debt, real estate, home & auto insurance, investing basics, and retirement planning. Through weekly readings, videos, homework assignments and class participation, students will examine how financial decisions can affect their long-term financial stability.

## **BUAD 140 Innovation! 3.0 SH [GESS]**

Innovation is a core 21st-century skill. This course uses design thinking, lean entrepreneurship, and prototyping as the means of developing creative confidence and rapidly creating a successful new product or service. Multiple design projects are used.

**Class Level Restriction:** Sophomore and Junior and Senior only.

## **BUAD 161 Business Analytics 3.0 SH [ ]**

Covers the business use of analytical methods such as decision trees, scorecards, forecasting, clustering, regression and optimization to solve business problems and make business decisions. Descriptive, inferential and predictive statistics and probability are covered as the foundation of business analytic decisions and the study of operational variability. A business analytic team project is included.

**Class Level Restriction:** Freshman and Sophomore only.

## **BUAD 215 Intro to Mgmt Info Systems 3.0 SH [ ]**

Students increase their technical perspective of business by exploring the systems, information, people, strategies, and technology delivery models that drive companies' critical digital infrastructure. Using case studies and projects, students analyze and practice the roles of IT manager, business user, technology vendor, and consultant in the context of enterprise software solutions, networks, digital media, and data platforms.

**Prerequisite:** BUAD 251 (with a grade no lower than C).

**Class Level Restriction:** Sophomore and Junior and Senior only.

## **BUAD 251 Financial Accounting 3.0 SH [ ]**

Stresses the recording and analysis of business transactions. The accounting cycle and preparation of those financial statements required for evaluating the financial status of proprietorships and corporations are emphasized. Also covers specific categories of assets, liabilities, and equity, including corporations. Includes Excel applications and an Internet-based practice set.

**Prerequisite:** BUAD 161.

## **BUAD 252 Managerial Accounting 3.0 SH [ ]**

Builds on the accounting principles studied in BUAD 251. The primary emphasis is the use of accounting for internal management. Cost accounting systems, accounting information for managerial decisions, tax considerations and capital budgeting are stressed.

**Prerequisite:** BUAD 251 (with a grade no lower than C).

## 2 Business Administration (BUAD)

- BUAD 255 Entrepreneurship** **3.0 SH** [ ]  
Students gain an understanding of how the functions of a business enterprise - management, marketing, accounting, finance, and information technology - are interrelated and interdependent. Students are assigned to a small business team in which they apply their understanding to the development of a business plan for a new venture.  
**Prerequisite:** BUAD 140 and BUAD 320.  
**Class Level Restriction:** Sophomore and Junior only.  
**Field of Study Restrictions:** Entrepreneurship Minors only.
- BUAD 270 Sustainable Business & Econ** **3.0 SH** [ ]  
This course considers both sustainable business and sustainable economics more widely. Topics typically covered include key concepts and issues related to sustainable business and economics, business strategies for sustainability, sustainable consumerism and branding, public policy for a sustainable economy and concepts for a sustainable future economy.  
**Class Level Restriction:** Sophomore and Junior and Senior only.
- BUAD 301 Seminar** **1.0-2.0 SH** [ ]  
A seminar in selected topics in business administration or economics. The contents will vary, and the title will be extended to describe the current topic. May be taken more than once provided the topics differ.  
**Class Level Restriction:** Sophomore and Junior and Senior only.
- BUAD 310 Investments** **3.0 SH** [ ]  
Investment instruments including common stock, corporate and government bonds, mutual funds, options; determination of value; security analysis; investment philosophies; historical returns; crowd behavior and the lessons of history; emphasis on value-based, long-term investing.  
**Prerequisite:** BUAD 251.  
**Class Level Restriction:** Junior and Senior only.
- BUAD 320 Marketing** **3.0 SH** [ ]  
An introduction to the principles of creating value for customers and building and managing strong, profitable customer relationships. Students study the nature of consumer and business-to-business markets and the role of strategic marketing planning, marketing research, pricing, distribution, and advertising. Students study and analyze contemporary cases to understand how marketing principles are used to guide decision-making in organizations.  
**Prerequisite:** BUAD 251 (with a grade no lower than C).  
**Class Level Restriction:** Junior and Senior only.
- BUAD 321 Marketing Research** **3.0 SH** [ ]  
Emphasizes the role of marketing research and consumer behavior in marketing management. Topics included are research design, test marketing, secondary sources, survey research, questionnaire design and data analyses, attitude measurement, and product, pricing, and promotional research. The course emphasizes the importance of consumer focus from recognizing needs to generating pre through post purchase satisfaction.  
**Prerequisite:** BUAD 320.  
**Class Level Restriction:** Junior and Senior only.
- BUAD 326 Multi-Channel Marketing** **3.0 SH** [ ]  
Interdisciplinary course open to students majoring in Business Administration or Mass Communication. The course addresses changes in the marketing environment and how an integrated approach is necessary for success. Students integrate outbound channels such as cable, radio, public relations, print, direct mail, and email with inbound channels such as blogs, social media, website optimization, and pay-per-click for superior results.  
**Prerequisite:** business administration majors: BUAD 320; mass communication majors: MCOM 263.  
**Class Level Restriction:** Junior and Senior only.  
**Field of Study Restrictions:** Business Administration, Mass Communication Majors only.

- BUAD 328 Global Strategic Marketing** **3.0 SH** [ ]  
 Cultivate marketing global business perspectives from a strategic standpoint. Develop an ability to analyze, define, discuss, and execute the marketing process and strategies that firms require when marketing their product or services internationally. Topics will include: international marketing environment, cultural dynamics, global marketing channels, marketing to bottom of the pyramid, global advertising, and strategic alternatives & expansion, among others.  
**Prerequisite:** BUAD 320.  
**Class Level Restriction:** Junior and Senior only.
- BUAD 330 Management** **3.0 SH** [GESS]  
 A seminar course that evaluates several major management models that have been employed internationally over the past several decades. The works of noted thought leaders in management philosophies and business models are examined and compared to current management theory and practice. The qualities required of management to be effective in planning, organizing, leading, and controlling organizations on an ethical basis are identified and stressed.  
**Class Level Restriction:** Junior and Senior only.
- BUAD 335 International Business** **3.0 SH** [ ]  
 Business competition and strategy is global, and to successfully manage and operate an international corporation requires an understanding of complex economic, political, cultural, and governmental issues. This course uses case studies, discussions, papers, and projects to explore the methods and operational strategy of businesses and multi-nationals within a global context. ECON 203 and ECON 204 are recommended but not required.  
**Class Level Restriction:** Junior and Senior only.
- BUAD 336 Organizational Effectiveness** **3.0 SH** [GESS]  
 Students will learn about the theories and practices that create effective organizations. This course presents theories relating to the behavior of individuals and groups within formal organizations and focuses on organizational behavior, organizational structure, organizational development, and organizational change management. These theories are applied to case studies and work experiences to gain a practical understanding.  
**Class Level Restriction:** Junior and Senior only.
- BUAD 340 Operations & Supply Chain Mgmt** **3.0 SH** [ ]  
 Covering both a firm's operations and supply chain management, topics include production, logistics, quality, capacity, and inventory management. This course incorporates many applied quantitative business methods such as optimization, forecasting, and business process design.  
**Prerequisite:** BUAD 161.  
**Class Level Restriction:** Junior and Senior only.
- BUAD 350 Business Law** **3.0 SH** [ ]  
 Fundamentals of business law. Law as a process for resolving and preventing business problems. Study of impact of law and government regulations on business organizations and activities. Practical exercise in negotiating contracts, handling lawsuits, and understanding legal principles.  
**Class Level Restriction:** Junior and Senior only.
- BUAD 351 Intermediate Accounting** **3.0 SH** [ ]  
 Builds on the accounting principles studied in BUAD 251 and BUAD 252. The primary emphasis is on intermediate financial accounting principles: statement preparation, asset accounting, liabilities and stockholder's equity accounting. Application as well as theory. Offered on demand.  
**Prerequisite:** BUAD 252 (with a grade no lower than C).  
**Class Level Restriction:** Junior and Senior only.
- BUAD 360 Managerial Finance** **3.0 SH** [ ]  
 Fundamentals of financial management of the business enterprise. Needs for funds; financial planning; cost of capital; capital structure; dividend policy; capital budgeting; long-term financial and corporate securities; financial aspects of expansion, reorganization.  
**Prerequisite:** ECON 204, BUAD 252 (with a grade no lower than C) and BUAD 161.  
**Class Level Restriction:** Junior and Senior only.

#### 4 Business Administration (BUAD)

**BUAD 375 New Venture Incubator 1.0-3.0 SH [ ]**

This course is a project-based, hands-on learning course that supports students starting businesses and new innovation product ideas. The class will support the entrepreneurial drive of students in taking steps to start and nurture their own businesses by using a lean startup model of business development that supports testing business assumptions and by encouraging entrepreneurial learning and collaboration.

**Class Level Restriction:** Junior and Senior only.

**BUAD 404 Business Mgt Study Project 1.0-3.0 SH [ ]**

Offered on a field program or on a contract basis. May be offered for variable credit from one to three semester hours. Work will focus on supporting professional development through a professional project. Mentorship in the professional area of study may be provided.

**Class Level Restriction:** Junior and Senior only.

**BUAD 430 Strategic Management 3.0 SH [ ]**

Integration of the functional areas of business management in formulating and implementing the policies of the enterprise. Topics included are mission statements; industry analysis; internal SWOT analysis; corporate, business, and functional level strategies; generic and grand strategies; empowerment; restructuring; and strategic control. Course includes a capstone research paper.

**Prerequisite:** BUAD 320, BUAD 336, BUAD 340, and BUAD 360.

**Class Level Restriction:** Senior only.

**Field of Study Restrictions:** Business Administration Majors only.

**BUAD 440 New Venture Creation 4.0 SH [ ]**

Students apply understandings of the multiple functions of a business enterprise - management, marketing, accounting, operations, and finance. Students will demonstrate a mastery of business principles and teamwork, developing a business plan for a new venture. They will be required to participate in a New Venture Incubator. A final pitch presentation will be given to a group of simulated "investors".

**Prerequisite:** BUAD 320 and completion of or concurrent enrollment in BUAD 360.

**Class Level Restriction:** Senior only.