BUSINESS ADMINISTRATION
• BADM

1001 Introduction to Business (3) May not be taken by students in the E. J. Ourso College of Business Administration. Operation of the business firm; function of the businessman; nature of economic system and private enterprise; orientation to collegiate business education.

3000 Family Business Management (3) Prereq.: ACCT 2001, 2101; ECON 2000, 2010; ISDS 1100; MKT 3401. Family business culture; entrepreneurial influences; key issues and conflicts; career planning; consulting and counseling; professional support relationships; survival skills as a son or daughter in a family business.

4000 Innovation and Creativity (3) Prereq.: ACCT 2001, 2101; ECON 2000, 2010; ISDS 1100; MKT 3401. Role of creativity and innovation in product, service, or idea generation that may eventually lead to business formation and commercialization; barriers to creativity and innovation; alternative problem-solving approaches.

4010 Special Topics in Entrepreneurship (3) May be repeated for a max. of 6 sem. hrs. of credit when topics vary. In-depth coverage of special topics.

4020 Internship in Entrepreneurship (3) Prereq.: approval of department. May be repeated for a max. of 6 sem. hrs. when topics vary. Gaining first-hand knowledge of the student's chosen process; practical hands-on experience in business-plan formation.

4030 Independent Study in Entrepreneurship (3) Prereq.: approval of department. May be repeated for a max. of 6 sem. hrs. credit when topics vary. Detailed study of a specific aspect of entrepreneurship.

7000 Internship in Business Administration (3) Prereq.: prior approval of M.B.A. director. Open only to full-time M.B.A. students. May be taken once for credit. 10 hrs. of learning experience (fall/spring); 20 hrs. (summer). General supervision by a faculty member; direct supervision by a business professional. Pass-fail grading based on a written evaluation by the professional supervisor, a written report by the student, and the faculty member's evaluation.

7010 The Practice of Business (1) F/S Open only to students in the M.B.A. program. Taken each semester of the M.B.A. program. Course must be successfully completed four times prior to graduation. Exposure to the practice of business; a series of visits to area businesses, in conjunction with classroom experiences, to learn how managers and operations specialists in various industries cultivate, shape, and exploit their companies' resources to meet current and future market needs.

7020 Managerial Statistics (3) Open only to students in the M.B.A. program. An introduction to statistical thinking and overview of statistical methods used to analyze and interpret data, draw inferences, and make decisions; topics include descriptive statistics, probability, sampling and sampling distributions, estimation, confidence intervals, hypothesis testing, linear regression, forecasting, and control charting; emphasis on how to use spreadsheets to analyze data and how to interpret the results.

7040 Managerial Economics (3) Prereq.: ISDS 1100 or equivalent. Contemporary topics in information systems; a survey of information system analysis and design; introduction to business data communication, database management systems, and knowledge based systems; enterprise-wide systems and information systems control.

7060 Elements of Cost Management (3) Prereq.: BADM 7030. Open only to students in the M.B.A. program. Understanding and applying cost management practices used in business today; development of costing and budgeting systems used for cost management; applications of analysis used in management decision making and control; cost-profit-volume analysis; analysis of variances between budgeted and actual cost; methods of evaluating responsibility centers based upon profitability measures.

7070 Understanding Behavior in Organizations (3) Open only to students in the M.B.A. program. Broad understanding of factors influencing the behavior of individuals in organizations; topics include the individual and contextual determinants of behavior and the tools managers use to influence and direct employee behavior; emphasis on managerial applications of behavioral science theories.

7080 Macroeconomic Analysis & Issues (3) Open only to students in the M.B.A. program. Examining forces determining the magnitude of such variables as the aggregate volume of an economy's output, the volume of resource employment, the size of national income, and the general price level; international variables of trade and financial flows; international trade agreements and other foreign variables that affect exchange rates, domestic income, output, prices, and employment.

7090 Financial Management (3) Prereq.: BADM 7030. Credit will not be given for this course and FIN 7717. Investment and financing decisions within the firm; role of capital markets; usefulness and limitations of financial data; cash flow projections; working capital management.

7100 Marketing Administration (3) Marketing decision making and planning, including marketing research, product development and management, distribution, demand estimation, market structure analysis, pricing, promotion, advertising, and direct marketing.

7120 Operations Management (3) Prereq.: BADM 7020. Open only to students in the M.B.A. program. Major problems and decision processes of operations management; operations strategy, process and capacity planning; facilities planning; aggregate planning; materials planning; quality planning; control; cost-profit-volume analysis; analysis of variances between budgeted and actual cost; methods of evaluating responsibility centers based upon profitability measures.

7140 Legal Environment of Business (3) Open only to students in the M.B.A. program. The structure of the legal environment of business; sources of law affecting business; constitutional issues in the legal environment of business; contracts and sales; torts; products liability; corporations; securities; bankruptcy; antitrust; discrimination; labor relations; environmental law; criminal law; its impact negotiation strategies; associated ethical and international issues.

7160 Negotiation, Persuasion, and Influence (1.5) Experiential-based course designed to provide managers with the basic concepts and techniques necessary for effective negotiation and conflict resolution in a variety of business contexts.

7170 Understanding International Management Challenges (3) Open only to students in the M.B.A. program. Theories and management of international operations; development of environmental, operational, strategic, and decision making perspectives.

7190 Managing Sources of Competitive Advantage (3) Contemporary approaches to developing and sustaining a competitive advantage in global competition; topics include: competition for competence, strategy and technology, managing home and host government relations, cooperative strategy, strategic alliances, organizational innovation, and managing global strategic change.

7210 Understanding Ethical Issues in Business (1.5) Designed to help future managers confront and successfully manage ethical issues and their economic, legal, political, social, and cultural aspects.

7270 Seminar in New Developments in Business Administration (3)

4240 Finance New Ventures I (1.5) Insight into financing new ventures and investing in companies in early stages; sourcing, qualifying, and analyzing deals; negotiating, structuring, and pricing; creating value; realizing value through various kinds of exit from the business.

4241 Financing New Ventures II (1.5) Prereq.: BADM 7420. Focus on cases and projects taken from actual financing situations; structuring of venture capital; the process of making investments in emerging companies.

4243 Family Business Management (1.5) Key issues and conflicts facing individuals and families involved in business relationships; family business culture; entrepreneurial influences; career planning; professional support relationships; survival skills as a son or daughter in a family business.

4242 Innovation and Creativity (1.5) Role of creativity and innovation in product, service, or idea generation that may eventually lead to business formation and commercialization; barriers to creativity and innovation; alternative problem-solving approaches.

4244 Franchise Development (1.5) Important factors in starting and managing a new franchise; characteristics of franchiser and franchisee; evaluation of franchising opportunities; legal concerns of franchising; development of appropriate strategies.

4241 Franchise Planning (1.5) Prereq.: BADM 7440. Development of franchising business plan to include marketing, management, financial projections, and operations manual outline.

4260 Special Topics in Entrepreneurship (1.5) May be repeated for a max. of 6 sem. hrs. credit when topics vary. In-depth coverage in special topics such as women-owned business, home-based business, exporting for small business, and team-building for start-ups.

4270 Internship in Entrepreneurship (1.5) May be repeated for a max. of 6 sem. hrs. of credit when topics vary. Understanding actual entrepreneurial situations; creating an integrated, cross-functional strategy; implementing and managing projects.

4240 Independent Study in Entrepreneurship (1.5) Prereq.: departmental approval. May be repeated for a max. of 6 sem. hrs. credit when topics vary. Detailed study of a specific aspect of entrepreneurship.

4290 Human Factors in Business and Industry: Current Problems (3) May be taken for a max. of 6 hrs. of credit when topics vary. Human factors related to business problems.

8000 Thesis Research (1-12 per sem.) "S"/"U" grading.
8900 Pre-dissertation Research (1-9) May be repeated for credit.
9000 Dissertation Research (1-12 per sem.) “S/P/U” grading.