

## Business

### BA 1100 - Introduction to Business

Introduction to planning, organizing, decision-making, leadership and control in a business. Business disciplines of accounting, finance, information systems, management, marketing, and operations are introduced, along with discussions of business ethics and social responsibility.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring

### BA 1200 - IS/IT Fundamentals

Covers basic concepts underlying information technology. Introduces systems concepts, information technology, application software, and programming using an industry standard programming language. Introduces information use in organizations and how information technology enables improvements in the quality and timeliness of information.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

### BA 2100 - Business Statistics

Introduction to basic concepts and methods of probability and statistics, including the following topics: collection, description and presentation of data, probability, random variables, sampling, probability distributions, estimation and hypothesis testing, ANOVA, and selected non-parametric techniques.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

**Pre-Requisite(s):** MA 1135 or MA 1160 or MA 1161

### BA 2110 - Quantitative Problem Solving

Stresses development of quantitative decision and analysis skills to solve problems with cases, exercises, simulations, and mathematical modeling. Topics include regression analysis, decision analysis, stochastic environments, data sources and errors, utility theory risk preference, linear programming, and simulation analysis.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

**Pre-Requisite(s):** BA 2100(C) or MA 2710(C) or MA 2720(C) or MA 3710(C) or MA 3720(C)

### BA 2200 - Business Programming Concepts

Develops business problem solving skills through the application of a commonly used high-level business programming language. Topics include the nature of the business programming environment, fundamentals of the language (e.g., programming constructs, data management, manipulation of simple data structures), structured programming concepts, desirable programming practices and design, debugging and testing techniques.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Spring

**Pre-Requisite(s):** BA 1200

### BA 2210 - Web Application Development

Covers development technologies, tools, and environments of web-enabled and e-commerce business solutions. Topics include the nature of the development environment for web-based solutions, fundamentals of development technologies, desirable development practices, and design, debugging, and testing methods.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman

**Pre-Requisite(s):** BA 2200 or CS 1121 or CS 1131

### BA 2330 - Accounting I

Basic introduction to the principles, concepts, theories and practices underlying financial reporting; an introduction to managerial accounting concepts, theories and practices including product and service costing, budgeting, capital investments and the uses of accounting information for planning and controlling operations.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman

### BA 2340 - Accounting II

Examination of principles, concepts and theories underlying the valuation of financial statement elements and the examination of managerial accounting concepts, theories and practices routinely used to support decision making within organizations.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

**Pre-Requisite(s):** BA 2330

### BA 2500 - Business Law I

Provides an understanding of the legal basis of contracts and their enforcement in the areas of general contracts, contracts of commercial sales and of agency, and commercial paper.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

### BA 2700 - Business Problem Solving

Develops individual and group problem-solving skills using active, hands-on learning. Emphasizes problem identification and problem solution under conditions of ambiguity and uncertainty. Stresses creativity, interpersonal skills and skill assessment, communication, group process and teamwork, and action planning.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring, Summer

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman

### BA 3200 - IS/IT Management

Focuses on the theory and application of the information-systems discipline to organizations and roles of management, users, and information systems professionals. Covers the role of telecommunications and distributed systems for business, the use of information and its implications for decision support in organizations, and the ethical, legal, and social issues of IT.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring, Summer

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman

**Pre-Requisite(s):** BA 1200 or CS 1121 or CS 1131 or ENG 1101 or (ENG 1001 and ENG 1100) or SAT 1200

### BA 3210 - Business Database Management

Emphasizes database principles that are constant across different database software products through concrete examples using a relational database management system. Provides a well-rounded business perspective about developing, utilizing, and managing organizational databases.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall

**Pre-Requisite(s):** BA 3200(C)

### BA 3220 - Systems Analysis and Design

Provides an understanding of the IS development and modification process and the evaluation choices of a system development methodology. Emphasizes effective communication with users and team members and others associated with the development and maintenance of the information system. Stresses analysis and logical design of departmental-level information system.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring

**Pre-Requisite(s):** BA 3200(C)

**BA 3250 - Telecommunications**

Introduces students to telecommunications concepts, architectures and protocols, commercial offerings, hardware, software, network design, and telecommunications management, regulations, and business applications (e-commerce).

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring - Offered alternate years beginning with the 2010-2011 academic year

**Pre-Requisite(s):** BA 3200(C)

**BA 3290 - IS/IT Topics**

Examines current IS/IT topics and issues in greater depth from a managerial perspective. A single offering of this course will concentrate on one or two topics, which will vary.

**Credits:** 3.0; Repeatable to a Max of 6

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** On Demand

**Pre-Requisite(s):** BA 3200

**BA 3300 - Accounting Theory/Practice I**

Studies the theory, concepts, and practices underlying financial reporting and measurement. Primary focus is on income measurement, and the valuation of assets, like cash, receivables, inventory, and long-lived assets, as well as multinational issues.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman, Sophomore

**Pre-Requisite(s):** BA 2310 or BA 2340

**BA 3310 - Accounting Theory/Practice II**

A continuation of BA3300 with theories, concepts, and practices underlying financial measurement and reporting. Focuses on the measurement and reporting of liabilities and equities, and includes multinational issues.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman, Sophomore

**Pre-Requisite(s):** BA 3300 and BA 3400(C)

**BA 3320 - Managerial/Cost Accounting I**

The primary emphasis is on traditional and contemporary product costing techniques, cost allocation practices, and basic cost-management issues. Topics include process costing, standard costing, activity-based costing, backflush costing, cost allocation issues, balanced scorecard, strategic profitability analysis, and the role of accounting in contemporary management practices.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman, Sophomore

**Pre-Requisite(s):** BA 2310 or BA 2340

**BA 3400 - Principles of Finance**

Introduction to the principles of finance. Topics include financial mathematics, capital acquisition, the capital investment decision, financial assets valuation, and working capital management

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

**Pre-Requisite(s):** (BA 2100 or MA 2710 or MA 2720 or MA 3710) and BA 2340(C)

**BA 3580 - Legal Environment of Business**

Provides an understanding of business structures, the regulatory environment of business, and the constitutional protections of property and conduct.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman, Sophomore

**BA 3600 - Quality Management**

Current quality control and management philosophy, concepts, and tools: strategic importance, philosophies of leading sages, practices (including ISO9000 standards and Baldrige award requirements), process-focused and result-focused tools as well as statistical process control.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** On Demand

**Pre-Requisite(s):** BA 2100 or MA 2710 or MA 2720 or MA 3710

**BA 3610 - Operations Management**

Fundamental principles of operations and service management; includes strategic importance and relevant interrelated concepts and tools in product/process design, work systems, forecasting, inventory and materials management, just-in-time, scheduling, capacity management, and maintenance management.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

**Pre-Requisite(s):** BA 2110

**BA 3620 - Project Management**

Focuses on application of systems analysis to project definition and selection. Covers project teams, their structures, and interactions; cross-functional communication in technological project management; project management planning, scheduling, and control tools; project monitoring, evaluation, and termination; multiple project management and inter-project relations.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman, Sophomore

**Pre-Requisite(s):** BA 2100 or MA 2710 or MA 2720 or MA 3710 or EET 2010

**BA 3650 - Intellectual Property Law, Technology, Society and Innovation**

Principles of intellectual property law, addressing legal and contemporary policy issues in copyright, trademark and patent and how the law impacts the balance between property protections, technological innovation and public access. Emphasizes learning through lectures, case studies, and simulations.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman, Sophomore

**BA 3700 - Organizational Behavior**

Covers concepts of human relations and organizational behavior through the study of people's behavior at work. Develop understanding, attitudes, and skills leading to increased personal effectiveness.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman

**BA 3710 - Leadership Development**

Assesses students' current knowledge, abilities and values relevant to leadership and guides students in developing and implementing plans for new leadership abilities.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring - Offered alternate years beginning with the 2008-2009 academic year

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman

**BA 3780 - Entrepreneurship**

Covers management issues associated with establishing a successful new enterprises as a small businesses or part of an existing firm. Create a business plan. Case studies develop understanding of opportunity recognition, entrepreneurial teams, reward systems, financing alternatives, family ventures, ethical and legal contractual considerations, and resource needs.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring, Summer

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman, Sophomore

**BA 3800 - Principles of Marketing**

Emphasizes decisions made in developing both strategic and tactical marketing plans. Uses computer simulations, experiential learning assignments, and marketing plan development to demonstrate principles of market segmentation, product development, pricing, distribution planning, and promotion.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring, Summer

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman

**BA 3900 - Business Internship**

A practical approach to business problem solving. Requires a report on work activity upon completion of the internship.

**Credits:** variable to 4.0; Repeatable to a Max of 4

**Semesters Offered:** Fall, Spring, Summer

**Restrictions:** Permission of instructor required; Must be enrolled in one of the following College(s): School of Business & Economics

**BA 4210 - Advanced Information Systems**

Focuses on understanding IT for competitive advantage and as an agent of transformation. Topics include managing IT infrastructure and architecture, facilitating information distribution throughout the enterprise, conducting case analyses to develop a framework for innovative Enterprise Systems to be used for sustainable competitive advantage.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring - Offered alternate years beginning with the 2010-2011 academic year

**Restrictions:** Must be enrolled in one of the following Class(es): Senior

**Pre-Requisite(s):** BA 3210 and BA 3220

**BA 4250 - Information Systems Projects**

MIS capstone course. Previous completion of MIS electives and BSBA technology core requirement required. Applies IS concepts as solutions to business problems using project teams and faculty project manager supervision. Emphasizes the latter portion of the systems development life cycle project management within an IS context.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring

**Restrictions:** Must be enrolled in one of the following Class(es): Senior

**Pre-Requisite(s):** (BA 2200 or CS 1121 or CS 1131 or ENG 1101 or ENG 1100 or SAT 1200) and BA 3210 and BA 3220

**BA 4300 - Attestation and Assurance**

Auditing procedures and techniques associated with public accounting and with internal auditing for business entities. Topics include auditor's responsibilities, professional ethics, generally accepted auditing standards, purpose and types of audits, objectives, internal control, evidence, organization within the public accounting profession, the audit program, and auditing procedures and techniques.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring

**Restrictions:** Must be enrolled in one of the following Class(es): Senior

**Pre-Requisite(s):** BA 3310(C) and BA 3300

**BA 4310 - Foundations of Taxation**

Introduction to basic principles, concepts, and theoretical framework of taxation systems, emphasizing income taxation and its impact on decision making. Topics include tax planning and compliance for individuals, corporations, and partnerships.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman, Sophomore

**Pre-Requisite(s):** BA 2310 or BA 2340

**BA 4320 - Managerial/Cost Accounting II**

Emphasizes information requirements of contemporary management decision-making and strategic-planning processes. Covers contemporary control and evaluation practices (such as activity-based management), determining the costs of quality, and productivity analysis in the context of accounting information systems.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman, Sophomore

**Pre-Requisite(s):** BA 3320

**BA 4350 - Advanced Tax Topics**

Continuation of BA4310. Introduction to advanced principles and concepts of taxation, emphasizing income taxation and its impact on decision making. Topics include tax planning and compliance for estates and trusts, gratuitous transfers, multi-jurisdictional operations, and entity formations, liquidations, and reorganizations.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman, Sophomore

**Pre-Requisite(s):** BA 4310

**BA 4360 - Accounting Systems**

Introduction to the basic principles, concepts, and theoretical framework for the design and operation of accounting information systems, emphasizing its use to enhance decision making. Topics include system design, internal controls, the use of databases, and electronic commerce.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring

**Restrictions:** May not be enrolled in one of the following Class(es):

Freshman, Sophomore

**Pre-Requisite(s):** BA 2310 or BA 2340

**BA 4370 - Advanced and Governmental Accounting**

Advanced measurement and financial reporting problems encountered by accountants. Topics include the Statement of Cash Flows, consolidations and mergers, partnerships, governmental and not-for-profit organizations, and foreign operations.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall

**Pre-Requisite(s):** BA 3310

**BA 4400 - Investment Analysis**

Operations of the stock market, bond market, and other financial markets. Stock and bond valuation techniques, financial markets and institutions, and investment opportunities.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring

**Pre-Requisite(s):** BA 3400 or EC 3400

**BA 4410 - Advanced Financial Management**

Advanced topics in managerial finance: working capital management, capital budgeting, investment analysis, portfolio theory, and other topics. Includes case studies, class discussion, use of the computer in financial modeling, and other financial applications.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall

**Pre-Requisite(s):** BA 3400

**BA 4450 - Special Topics in Finance**

Examines current issues in Finance and other topics of interest to faculty and students in greater depth.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** On Demand

**Restrictions:** Permission of instructor required

**Pre-Requisite(s):** BA 3400 or EC 3400

**BA 4460 - Derivatives and Financial Engineering**

Covers the pricing and use of options, financial futures, swaps, and other derivative securities.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall

**Pre-Requisite(s):** BA 3400

**BA 4470 - Applied Portfolio Management**

Covers issues in the management and administration of investments in an institutional setting. Students manage a real portfolio of financial assets.

**Credits:** variable to 3.0; Repeatable to a Max of 6

**Semesters Offered:** Fall, Spring

**Restrictions:** Permission of instructor required; May not be enrolled in one of the following Class(es): Freshman, Sophomore

**BA 4480 - Global Finance**

Studies international financial systems and markets. Covers the principle of comparative advantage, balance of payments, exchange rate systems, theories of international finance, identification of international risk exposures, the management and treatment of risk, and special topics of international finance.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring - Offered alternate years beginning with the 2001-2002 academic year

**Pre-Requisite(s):** BA 3400

**BA 4490 - Personal Financial Planning**

Provides students with an overview of personal financial issues and services and instruments offered by economic and financial institutions. Topics include the personal financial environment, employee compensation, personal investments and asset management, tax planning, the development of an adequate but cost-effective insurance program, and retirement planning

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman, Sophomore

**Pre-Requisite(s):** BA 3400 or EC 3400

**BA 4600 - Management of Technology and Innovation**

An evolutionary process perspective will be taken viewing how technology strategy evolves from underlying technology competences and capabilities, understanding patterns of technological innovations, development of technological capabilities and competences, the role of collaboration in innovation, and profiting from new technologies.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring

**Restrictions:** Must be enrolled in one of the following Class(es): Senior

**BA 4620 - Supply Chain Management**

Designing and managing channels of distribution, purchase and movement of goods, and transportation systems. Emphasizes design of appropriate marketing channels, advanced topics in inventory control, facility location, routing of physical flows among facilities, and design and evaluation of transportation systems

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring

**Pre-Requisite(s):** BA 2110 and BA 3610 and BA 3800

**BA 4630 - Operations Strategy**

Addresses issues in operations management, quality, finance/accounting, marketing, supply chain, and technology to provide an interdisciplinary focus on strategic planning for operations. Also addresses issues associated with global initiatives and changing technology.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** On Demand - Offered alternate years beginning with the 2002-2003 academic year

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman, Sophomore

**Pre-Requisite(s):** BA 3610

**BA 4680 - International Technology Management**

Comparative international studies of economic and managerial aspects of technological innovation. Analyzes conditions, forms, and structures of management for international technological projects. Case studies of international transfer of technology. Two credits without a research report; three credits with a research report.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** On Demand

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman, Sophomore

**Pre-Requisite(s):** BA 4600(C)

**BA 4700 - Strategic Management**

Introduction to strategy content (e.g., differentiation, diversification, and strategic alliances) and strategizing processes (e.g., decision-making and restructuring). The course emphasizes strategies and strategizing processes within technological firms.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring

**Restrictions:** Must be enrolled in one of the following College(s): School of Business & Economics; Must be enrolled in one of the following Class(es): Senior

**Pre-Requisite(s):** BA 3200 and BA 3400 and BA 3610 and BA 3700 and BA 3800

**BA 4710 - International Management**

Study of managing work in a global context. Assesses impact of culture and the international environment (economic, social, legal, technological) on management, personnel, marketing, accounting, and finance strategies. Examines international business structures from licensing to joint ventures. Develops attitudes and skills leading to increased international effectiveness.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** On Demand

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman, Sophomore, Junior

**Pre-Requisite(s):** BA 3700 and EC 3100(C)

**BA 4740 - Special Topics in Management**

Examines additional management topics and issues in greater depth. A single offering of this course will concentrate on one or two topics which vary.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** On Demand

**Restrictions:** Permission of instructor required

**Pre-Requisite(s):** BA 3700

**BA 4750 - Managing Change in Organizations**

Studies organizational theory with an emphasis on managing change in organizations. Examines forces for change in the external environment, methodologies for managing change (design and implementation), the impact of change on people, and leaders as agents of change. Case studies and student projects prepare the student to manage change in organizations.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall - Offered alternate years beginning with the 2008-2009 academic year

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman, Sophomore

**Pre-Requisite(s):** BA 3700

**BA 4770 - Human Resource Management**

Examines methods that organizations use to meet organizational goals through influencing worker attitudes, behaviors, and performance. Topics include recruitment, selection, training, performance appraisal, and compensation.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Spring

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman, Sophomore

**Pre-Requisite(s):** BA 3700

**BA 4790 - Ecological Sustainability and Organizations**

Examines the problems and solutions associated with creating and maintaining ecologically sustainable organizations (primarily businesses). Builds an ethical framework using concepts of ecological identity and place and examines the principles of ecological economics and sustainable development.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Spring

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman, Sophomore

**BA 4800 - Business Research**

Focuses on research to help make better business decisions. Includes the study of qualitative and quantitative research methods, survey research methodology, potential sources of error, statistical analysis, and using SPSS. Cases or practical research are used to give experience in business research methods.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Summer

**Restrictions:** May not be enrolled in one of the following Class(es): Freshman, Sophomore

**Pre-Requisite(s):** (BA 2100 or MA 2710 or MA 2720 or MA 3710) and BA 3800

**BA 4840 - Industrial Marketing**

Focuses on marketing and purchasing of goods and services in industrial markets. Includes pricing issues, distribution, product planning and value analysis, inventory management, and legal issues. Examines the implications of these issues to industrial buyers and industrial marketers.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring

**Pre-Requisite(s):** BA 3800

**BA 4860 - Buyer Behavior and E-Commerce**

Focuses on understanding behavior of buyers as members of relevant groups, cultures, and nations. Examines unique characteristics of e-commerce and its strategic implications for marketing management. Investigates design and implementation of marketing mix elements both online and offline.

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Spring

**Pre-Requisite(s):** BA 3800

**BA 4870 - Advertising/Sales Promotion**

Studies how advertising and sales promotion campaigns (for both consumer and industrial goods) are created, produced, distributed, and measured. Emphasizes roles played by clients, various components of advertising agencies, and media companies. Focuses on experiential learning using group projects for real clients (often a nonprofit).

**Credits:** 3.0

**Lec-Rec-Lab:** (3-0-0)

**Semesters Offered:** Fall, Spring

**Pre-Requisite(s):** BA 3800

**BA 4880 - Sales and Sales Management**

Looks at the role of the selling function as an integral part of the total marketing effort. Examines the administrative functions of sales management, the dynamics of the buying-selling process, and sales strategies and tactics.

**Credits:** 3.0

**Lec-Rec-Lab:** (0-3-0)

**Semesters Offered:** Fall, Spring, Summer

**Pre-Requisite(s):** BA 3800

**BA 4900 - Research and Special Projects**

Under the general guidance of a faculty member, students read, conduct research, and prepare reports and papers as required. The SBE's Curriculum Committee must approve the subject of the proposed project.

**Credits:** variable to 4.0; Repeatable to a Max of 6

**Semesters Offered:** On Demand

**Restrictions:** Permission of instructor and department required; May not be enrolled in one of the following Class(es): Freshman, Sophomore

**BA 4950 - CenTILE Project**

Students work on a consulting oriented team project under the guidance of a faculty advisor. The team collaborates with a client to analyze a problem, develop a project plan, summarize findings, and make recommendations.

**Credits:** variable to 4.0; Repeatable to a Max of 6

**Semesters Offered:** On Demand

**Restrictions:** Permission of instructor required

**BA 4990 - Special Topics in Business**

Business topics of interest to students and faculty.

**Credits:** variable to 4.0; Repeatable to a Max of 6

**Semesters Offered:** On Demand

**Restrictions:** Permission of instructor required; May not be enrolled in one of the following Class(es): Freshman, Sophomore