Business Administration

The Business Administration program offers study in finance, management, marketing, entrepreneurship/small business management, international business, management information systems, computer forensics, computer information systems, fraud examination, and general business. The focus is undergraduate education in this student-oriented learning environment. Hands-on learning, full student participation, and technology are integrated throughout the Business Administration program. Neither narrow nor vocational in its approach, the course work includes critical and logical thinking, communication skills, creative problem solving, innovation, decision making, and theoretical, technical, and professional skills.

Business policies and practices both reflect and help form the ethical, global/international, and moral foundations of a society; business both draws upon and contributes to knowledge and understanding of the world. In recognition of this, the Department of Business Administration educates its students to be discerning, responsible citizens of both the business community and our democratic society.

The theoretical aspects of business are grounded in social sciences such as economics, political science, psychology, sociology, and anthropology. The Business Administration curriculum is therefore broadly conceived. It prepares students for entry into the business world or for graduate study, and offers them a liberal education that will contribute to their intellectual, personal, and ethical growth.

Programs

- Business Administration, B.S. (Entrepreneurship Emphasis) *major*
- Business Administration, B.S. (Management Emphasis) *major*
- Business Administration, B.S. (Finance Emphasis) *major*
- Business Administration, B.S. (Marketing Emphasis) *major*
- Computer Information Systems, B.S. *major*
- Marketing Communication, B.S. *major*
- Business Administration *minor*
- Management Information Systems *minor*

Career Directions

Account Representative
Administrative Services Manager
Administrator
Advertising
Advertising Executive
Advertising Manager
Agent Manager
Applications Development
Applications Support
Appraiser & Assessor
Bank Examiner
Bank Officer
Budget Analyst
Business Analyst
Business Director
Buying Agent
Claims Adjusters
College & University Administrator
Commodities Salespeople
Communications Directors
Compliance Officer & Inspector
Computer Forensics
Computer Operations Manager
Computer Programmer
Computer Securities Specialist
Computer Support Specialists
Computer Systems Analysts
Construction Managers
Corporate Trainer
Cost Estimator
Credit Analyst
Data Communications Analysts
Database Administrator
Demonstrators & Promoters
Doctoral Program - Graduate Study
E-Commerce Development
E-Commerce Support
E-Commerce Web Programmer
Education Administrators
Educator
Engineering Managers
Entrepreneur
Executives
Finance Director
Financial Analyst
Financial Counselor
Financial Information Specialist
Financial Manager
Financial Planner
Food Service Manager
Gaming Services
Health Services Administrators
Hotel & Motel Managers
Human Resource Manager
Human Resources Training
Industrial Production Managers
Information Center Specialist
Information Director
Information Systems Analyst

Information Systems Manager
Information Technology Auditors
Information Technology Consultant
Insurance Adjuster
Insurance Agents
Insurance Examiner
Insurance Investigators
Insurance Underwriters
Internet Website Developer
IRS Agents
Knowledge Engineer
Labor Relations Specialists
Loan Analyst
Loan Counselor
Loan Officers
Lodging Managers
Management Analyst
Management Consultant
Manager
Manufacturing
Marketing Executive
Marketing Manager
Master's Program - Graduate Study
Media Relations
Medical and Health Services Manager
Natural Sciences Manager
Network Specialist
Operations Manager
Personnel & Training Managers
Postmaster & Mail Superintendent
Product Support
Production / Operations Supervisor
Production Manager
Project Leader
Promotions Director
Promotions Management
Property & Real Estate Managers
Proprietors
Public Relations
Public Speaking
Purchasing Agents
Purchasing Managers
Real Estate Agents
Resort Managers
Restaurant Manager
Sales Engineers
Sales Executive
Sales Manager
Sales Representative
Sales Worker Supervisors
Securities Salespeople
Small Business Management
Software Engineer
Storage & Transportation Manager
Tax Examiners
Telecommunications Specialist
Web Site Developer
Wholesalers
Also: Graduate Study

Preparation

Recommended High School Courses

Mathematics

Computing

Speech

Writing

Business Administration

Business Administration, B.S. *major*
Entrepreneurship Emphasis

Students majoring in Business Administration are advised to complete at least one course in Psychology, Sociology, or Anthropology as part of their liberal education requirements.

Required Credits: 62
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

C0MPLETE THE FOLLOWING COURSES:

- ACCT 1101 Principles of Accounting I (3 credits)
- ACCT 1102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)
- MATH 1170 College Algebra (4 credits)

ADDITIONAL REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- BUAD 4458 Entrepreneurship (3 credits)
- BUAD 4469 Small Business Case Analysis (3 credits)

REQUIRED ELECTIVES

SELECT 4 OF THE FOLLOWING COURSES WITH THE CONSENT OF ADVISOR:

- ACCT 3118 Financial Statement Analysis (3 credits)
- ACCT 3404 Income Taxes I (3 credits)
- BUAD 3281 Decision Support Systems (3 credits)
- BUAD 3283 E-Commerce Web Development (3 credits)
- BUAD 3384 Systems Analysis and Design (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 3677 Principles of Real Estate (3 credits)
- BUAD 3678 Risk Management and Insurance (3 credits)
- BUAD 4385 Data Modeling and Design (3 credits)
- BUAD 4387 Strategic Information Management (3 credits)
- BUAD 4456 Human Resources Management (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- BUAD 4750 International Management (3 credits)

SUGGESTED SEMESTER SCHEDULE FOR BUSINESS ADMINISTRATION, B.S. MAJOR, ENTREPRENEURSHIP EMPHASIS

Freshman: All fields of emphasis

- Psychology, Sociology or Anthropology courses
- Liberal Education requirements

Sophomore: All fields of emphasis

- ACCT 1101 Principles of Accounting I (3 credits)
- ACCT 1102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)

Junior: All fields of emphasis

- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)

Senior: All fields of emphasis

- BUAD 4600 Senior Seminar: Business Administration (1 credit)

Junior: Entrepreneurship Field of Emphasis
Required Electives
Select four of the following courses with the consent of advisor (4000 level courses should be taken as a Senior)

- ACCT 3118 Financial Statement Analysis (3 credits)
- ACCT 3404 Income Taxes I (3 credits)
- BUAD 3281 Decision Support Systems (3 credits)
- BUAD 3283 E-Commerce Web Development (3 credits)
- BUAD 3384 Systems Analysis and Design (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 3677 Principles of Real Estate (3 credits)
- BUAD 3678 Risk Management and Insurance (3 credits)
- BUAD 4385 Data Modeling and Design (3 credits)
- BUAD 4387 Strategic Information Management (3 credits)
- BUAD 4456 Human Resources Management (3 credits)
- BUAD 4467 Marketing Research (3 credits)

Senior: Entrepreneurship Field of Emphasis

- BUAD 4458 Entrepreneurship (3 credits)
- BUAD 4469 Small Business Case Analysis (3 credits)
- BUAD 4559 Strategic Management (3 credits)

Business Administration, B.S. *major*
Management Emphasis

Students majoring in Business Administration are advised to complete at least one course in Psychology, Sociology, or Anthropology as part of their liberal education requirements.

Required Credits: 65
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

C0MPLETE THE FOLLOWING COURSES:

- ACCT 1101 Principles of Accounting I (3 credits)
- ACCT 1102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)
- MATH 1170 College Algebra (4 credits)

ADDITIONAL REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- ACCT 3117 Managerial Analysis (3 credits)
  or ACCT 3118 Financial Statement Analysis (3 credits)
- BUAD 4354 Organizational Behavior (3 credits)
- BUAD 4456 Human Resources Management (3 credits)

REQUIRED ELECTIVES

SELECT 4 OF THE FOLLOWING COURSES:

- ACCT 3301 Cost Accounting I (3 credits)
- BUAD 3232 Business Statistics II (3 credits)
- BUAD 3281 Decision Support Systems (3 credits)
- BUAD 3420 Employment Law (3 credits)
- BUAD 3520 Business Ethics (3 credits)
- BUAD 3678 Risk Management and Insurance (3 credits)
- BUAD 4387 Strategic Information Management (3 credits)
- BUAD 4458 Entrepreneurship (3 credits)
- BUAD 4469 Small Business Case Analysis (3 credits)
- BUAD 4750 International Management (3 credits)
- ECON 3070 Labor Economics (3 credits)

SUGGESTED SEMESTER SCHEDULE FOR BUSINESS ADMINISTRATION, B.S. MAJOR, MANAGEMENT EMPHASIS

Freshman: All Fields of Emphasis

- Psychology, Sociology or Anthropology
- Liberal Education Requirements

Sophomore: All Fields of Emphasis

- ACCT 1101 Principles of Accounting I (3 credits)
- ACCT 1102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)

Junior: All Fields of Emphasis

- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)

Senior: All Fields of Emphasis

- BUAD 4600 Senior Seminar: Business Administration (1 credit)

Junior: Management Field of Emphasis

- ACCT 3117 Managerial Analysis (3 credits)
- Select four of the following (4000 level courses should be taken as a Senior):
- ACCT 3301 Cost Accounting I
- BUAD 3232 Business Statistics II (3 credits)
- BUAD 3281 Decision Support Systems (3 credits)
- BUAD 3420 Employment Law (3 credits)
- BUAD 3520 Business Ethics (3 credits)
- BUAD 3678 Risk Management and Insurance (3 credits)
- BUAD 4387 Strategic Information Management (3 credits)
- BUAD 4458 Entrepreneurship (3 credits)
- BUAD 4469 Small Business Case Analysis (3 credits)
- ECON 3070 Labor Economics (3 credits)

Senior: Management Field of Emphasis

- BUAD 4354 Organizational Behavior (3 credits)
- BUAD 4456 Human Resources Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)

Business Administration, B.S. *major*
Finance Emphasis

Students majoring in Business Administration are advised to complete at least one course in Psychology, Sociology, or Anthropology as part of their liberal education requirements.

Required Credits: 68
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

C0MPLETE THE FOLLOWING COURSES:

- ACCT 1101 Principles of Accounting I (3 credits)
- ACCT 1102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)
- MATH 1170 College Algebra (4 credits)

ADDITIONAL REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- BUAD 3772 Advanced Financial Management (3 credits)
- BUAD 3872 Investments (3 credits)
- BUAD 4779 Corporate Financial Policies (3 credits)
- ECON 3200 Economics of the Financial Sector (3 credits)

REQUIRED ELECTIVES

SELECT TWO OF THE FOLLOWING SEQUENCES:

SEQ A:

- ACCT 3404 Income Taxes I (3 credits)
- ACCT 3405 Income Taxes II (3 credits)

SEQ B:

- ACCT 3118 Financial Statement Analysis (3 credits)
- BUAD 3232 Business Statistics II (3 credits)

SEQ C:

- BUAD 3677 Principles of Real Estate (3 credits)
- BUAD 3678 Risk Management and Insurance (3 credits)

SUGGESTED SEMESTER SCHEDULE FOR BUSINESS ADMINISTRATION, B.S. MAJOR, FINANCE EMPHASIS

The following is a list of required Business Administration Courses arranged by year. This schedule is intended to help students plan their courses in an orderly fashion; however, these are only suggestions.

Freshman: All Fields of Emphasis

- Psychology, Sociology or Anthropology
- Liberal Education Requirements

Sophomore: All Fields of Emphasis

- ACCT 1101 Principles of Accounting I (3 credits)
- ACCT 1102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)

Junior: All Fields of Emphasis

- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)

Senior: All Fields of Emphasis

- BUAD 4600 Senior Seminar: Business Administration (1 credit)

Junior: Finance Field of Emphasis

- BUAD 3772 Advanced Financial Management (3 credits)
- BUAD 3872 Investments (3 credits)
- ECON 3200 Economics of the Financial Sector (3 credits)
- Select two of the following sets:
    1. BUAD 3678 Risk Management and Insurance (3 credits)
       BUAD 3677 Principles of Real Estate
    2. ACCT 3404 Income Taxes I (3 credits)
       ACCT 3405 Income Taxes II
    3. ACCT 3118 Financial Statement Analysis (3 credits)
       BUAD 3232 Statistics II

Senior: Finance Field of Emphasis

- BUAD 4559 Strategic Management (3 credits)
- BUAD 4779 Corporate Financial Policies (3 credits)

Business Administration, B.S. *major* Marketing Emphasis

Students majoring in Business Administration are advised to complete at least one course in Psychology, Sociology, or Anthropology as part of their liberal education requirements.

Required Credits: 65
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

C0MPLETE THE FOLLOWING COURSES:

- ACCT2101
- ACCT2102
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)
- MATH 1170 College Algebra (4 credits)

ADDITIONAL REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- BUAD 3232 Business Statistics II (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (3 credits)

REQUIRED ELECTIVES

SELECT 2 OF THE FOLLOWING COURSES:

- BUAD 4385 Data Modeling and Design (3 credits)
  or BUAD 4387 Strategic Information Management (3 credits)
- BUAD 3384 Systems Analysis and Design (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3569 E-Marketing (3 credits)

- BUAD 3751 International Marketing (3 credits)
- BUAD 4469 Small Business Case Analysis (3 credits)
- ECON 4000 Microeconomic Decisions (3 credits)
- ECON 4100 Macroeconomic Growth and Fluctuations (3 credits)

SUGGESTED SEMESTER SCHEDULE FOR BUSINESS ADMINISTRATION, B.S. MAJOR, MARKETING EMPHASIS

Freshman: All Fields of Emphasis

- Psychology, Sociology or Anthropology
- Liberal Education Requirements

Sophomore: All Fields of Emphasis

- ACCT 1101 Principles of Accounting I (3 credits)
- ACCT 1102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)

Junior: All Fields of Emphasis

- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)

Senior: All Fields of Emphasis

- BUAD 4600 Senior Seminar: Business Administration (1 credit)

Junior: Marketing Field of Emphasis

- BUAD 3232 Business Statistics II (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- Select one of the following sets (4000 level courses should be taken as a Senior):
    1. BUAD 3384 Systems Analysis and Design (3 credits)
       BUAD 4385 Data Modeling and Design (3 credits)
       or BUAD 4387 Strategic Information Management (3 credits)
    2. BUAD 3467 Advertising Management (3 credits)
       BUAD 3569 E-Marketing (3 credits)
    3. BUAD 3751 International Marketing (3 credits)
       BUAD 4469 Small Business Case Analysis (3 credits)
    4. ECON 4000 Microeconomic Decisions (3 credits)
       ECON 4100 Macroeconomic Growth and Fluctuations (3 credits)

Senior: Marketing Field of Emphasis

- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)

Computer Information Systems, B.S. *major*

Required Credits: 75
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

COMPLETE THE FOLLOWING COURSES:

- ACCT 1101 Principles of Accounting I (3 credits)
- ACCT 1102 Principles of Accounting II (3 credits)
- BUAD 2220 Legal Environment (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
  or STAT 2610 Applied Statistics (4 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3223 Operations Management (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)
- BUAD 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)
- MATH 2210 Discrete Mathematics (4 credits)

II ADDITIONAL REQUIRED COURSES

COMPLETE THE FOLLOWING COURSE(S):

- CS 1309 Problem Solving and Computation (3 credits)
  or
- CS 1107 Introduction to Computers (3 credits)
  and CS 1108 Introduction to Computers II (3 credits)

COMPLETE THE FOLLOWING COURSES:

- BUAD 3382 Business Application Development (3 credits)
- BUAD 3384 Systems Analysis and Design (3 credits)
- BUAD 4385 Data Modeling and Design (3 credits)
- CS 2321 Computer Science I (4 credits)
- CS 2322 Computer Science II (4 credits)
- CS 4390 Social, Ethical, and Professional Issues in Computing (2 credits)

III REQUIRED ELECTIVES

SELECT THREE OF THE FOLLOWING: At least TWO courses must be from Group B

GROUP A.

- BUAD 3281 Decision Support Systems (3 credits)
- BUAD 3283 E-Commerce Web Development (3 credits)
- BUAD 3383 Data Communications (3 credits)
- BUAD 4386 Applied Software Development Project (3 credits)
- BUAD 4387 Strategic Information Management (3 credits)
  May include 3 credits of
- BUAD 4970 Internship (1-12 credits)

GROUP B.

- CS 2270 Introduction to Web Programming (3 credits)
- CS 3270 Advanced Web Programming (3 credits)
- CS 3350 Event-Driven Programming in a Windows Environment (3 credits)
- CS 3360 Object-Oriented Software Development (3 credits)
- CS 3370 Mobile Application Development (3 credits)
- CS 3380 Game Development (3 credits)
- CS 3507 Introduction to Databases (3 credits)

- CS 3528 Data Structures and Algorithms (4 credits)
- CS 3560 Data Communications and Networks (3 credits)
- CS 4360 Software Engineering (3 credits)
- CS 4970 Internship (3 credits)

Marketing Communication, B.S. *major*

Required Credits: 54
Required GPA: 2.25

I REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- MASC 1840 Introduction to Media Writing (3 credits)
- MASC 2600 Advertising (3 credits)
- MASC 2690 Public Relations (3 credits)
- MASC 3270 Media Theory and Criticism (3 credits)
- MASC 3470 Multimedia Marketing Communication (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 4110 Capstone Preparation (3 credits)
- MASC 4892 Capstone Project (3 credits)

SELECT 1 OF THE FOLLOWING COURSES, 3 credits:

- MASC 4970 Internship (3 credits)
- BUAD 4970 Internship (1-12 credits)

II REQUIRED ELECTIVES

COMPLETE ANY MASC ELECTIVE AT THE 2000 LEVEL OR ABOVE (3 CREDITS)

SUGGESTED SEMESTER SCHEDULE FOR MARKETING COMMUNICATION, B.S. MAJOR

The following is a list of required Marketing Communication, B.S. major courses by year. This schedule is intended to help students plan their courses in an orderly fashion; however, these are only suggestions and this schedule is flexible.

Freshman

- MASC 1840 Introduction to Media Writing (3 credits)
- Liberal Education Requirements
  - MASC 1100 fulfills Goal Area 9

Sophomore

- MASC 2600 Advertising (3 credits)
- MASC 2690 Public Relations (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3270 Media Theory and Criticism (3 credits)
- BUAD 3361 Marketing (3 credits)
- MASC Electives numbered 2000 or above (3 credits)
- Liberal Education Requirements

Junior

- BUAD 3351 Management (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- MASC 3470 Multimedia Marketing Communication (3 credits)
- MASC Electives numbered 2000 or above (3 credits)
- Liberal Education Requirements

Senior

- BUAD 3568 Personal Selling (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- MASC 4110 Capstone Preparation (3 credits)
- MASC 4892 Capstone Project (3 credits)
- MASC 4970 Internship (3 credits)
  or BUAD 4970 Internship (1-12 credits) taken for 3 credits
- MASC Electives numbered 2000 or above (3 credits)
- Liberal Education Requirements

Business Administration *minor*

Required Credits: 24
Required GPA: 2.00

REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- ACCT 1101 Principles of Accounting I (3 credits)
- ACCT 1102 Principles of Accounting II (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (3 credits)
- BUAD 3381 Management Information Systems (3 credits)
- BUAD 3771 Financial Management (3 credits)
- ECON 2000 Markets and Resource Allocation (3 credits)
  or ECON 2100 Macroeconomics and the Business Cycle (3 credits)

Management Information Systems *minor*

Required Credits: 27
Required GPA: 2.00

REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- BUAD 2231 Business Statistics I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- BUAD 3381 Management Information Systems (3 credits)

SELECT 1 OF THE FOLLOWING COURSES:

- ACCT 1101 Principles of Accounting I (3 credits)
- ECON 2000 Markets and Resource Allocation (3 credits)
- ECON 2100 Macroeconomics and the Business Cycle (3 credits)

REQUIRED ELECTIVES

SELECT 5 OF THE FOLLOWING COURSES, 3 OF WHICH MUST NOT BE REPEATED IN THE MAJOR

- BUAD 3281 Decision Support Systems (3 credits)
- BUAD 3283 E-Commerce Web Development (3 credits)
- BUAD 3382 Business Application Development (3 credits)
- BUAD 3383 Data Communications (3 credits)
- BUAD 3384 Systems Analysis and Design (3 credits)
- BUAD 4385 Data Modeling and Design (3 credits)
- BUAD 4386 Applied Software Development Project (3 credits)
- BUAD 4387 Strategic Information Management (3 credits)

MANAGEMENT INFORMATION SYSTEMS MINOR

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Management Information Systems Minor must select
3 courses which are not repeated in their major.

Business Administration Courses

BUAD 1100 Introduction to Business (3 credits)
Course provides an overview of the world of business. Included is an introduction to basic business terminology, concepts, and functions featuring an analysis of marketing, finance, production, personnel management, accounting, and economics as they relate to business meeting its social responsibility of resource allocation. Not open to Business Administration juniors or seniors.

BUAD 1180 Business Computing (3 credits)
An introductory course in business computing with emphasis placed on business information systems, including transaction processing, management information, decision support, and expert systems and how these systems are utilized by the various levels of business management. Computer software and hardware is discussed in the context of their role in implementing different types of information systems. Emphasis is placed on end-user computing and productivity software such as spreadsheets, database management, and word processing as tools of business end-users.

BUAD 2100 Career and Internship Development (1 credit)
Focus on career and internship development, and enhancement of job seeking skills. Emphasizes resume and cover letter writing, the art of interviewing, negotiating salaries, dressing for success, dining etiquette, and the overall transition from student to professional. Open to all majors seeking internships and applying for full-time employment or graduate/professional school. Prerequisite: Junior or senior status; sophomore status with consent of instructor.

BUAD 2220 Legal Environment (3 credits)
An introduction to business and the law. Considers the general nature of law, the legal system, alternative dispute resolution, constitutional law, business ethics, torts, contracts, product liability, employment law, business organizations, consumer protection, and the rights and responsibilities of individuals and businesses in our society.

BUAD 2231 Business Statistics I (3 credits)
Collection, presentation, analysis, and interpretation of business and economic data. Prerequisite: MATH 1170 (or equivalent or higher.)

BUAD 2280 Computer Business Applications (3 credits)
Students develop applications employing decision support systems (DSS) technology to enable decision-making, planning, and auditing, utilizing client (MS-Office) software with emphasis on spreadsheets, graphic presentation software, and word processing, and database management systems. Students will test in attempt to attain Microsoft Office Specialist (MOS) Certification for Excel in the current version of study.

BUAD 2750 International Business (3 credits)
Survey of the various dimensions of the international business world. Course content includes national policies affecting trade and investment, international management, international finance, international marketing, international accounting practices, and international law.

BUAD 3223 Operations Management (3 credits)
Study of the operations function in both manufacturing and service organizations in terms of operations planning and control, inventory management, quality control, and job design. Prerequisites: ACCT 1102, BUAD 2231, and ECON 2100, or consent of instructor and junior standing.

BUAD 3232 Business Statistics II (3 credits)
Application of concepts for data analysis with emphasis on regression and correlation, time series, analysis of variance, and business forecasting. Prerequisite: BUAD 2231 or consent of instructor.

BUAD 3281 Decision Support Systems (3 credits)
Design and development of decision support systems with emphasis on management science techniques using a linear programming tool implemented in Excel. Design, documentation, and auditing standards are defined and applied to models and spreadsheet database applications. Prerequisites: ACCT 1102, BUAD 2280 and MATH 1170 (or equivalent or higher).

BUAD 3283 E-Commerce Web Development (3 credits)
WWW environment, browsers, Web 2.0, Ajax Client and programming techniques. Major topics include Web page design, Web-based multimedia/ graphics, XHTML, W3C XHTML validation service, CSS AND JavaScript. Create Headings, Links, Images, Special characters, Tables, Lists, Forms, Positioning Elements, Embedded Style Sheets, Text Flow, Box Model, User Style sheet and Drop-Down Menu. Prerequisites: BUAD 2280 and any computer programming course.

BUAD 3351 Management (3 credits)
Management principles course emphasizing functional areas of management: Planning, organizing, leading and controlling. Prerequisites: ACCT 1102, ECON 2100, and BUAD 2231; or consent of instructor and junior standing.

BUAD 3361 Marketing (3 credits)
Procedures and institutions involved in the distribution of goods and services, product development and pricing, marketing costs, consumer motivation and buying habits, and government regulation. Prerequisites: ACCT 1102, ECON 2100, and BUAD 2231; or consent of instructor and junior standing.

BUAD 3381 Management Information Systems (3 credits)
A decision-making course in management information systems. Focus on the enhancement of competitive advantage by utilizing computer information systems to improve strategic decision-making, improve efficiency, and provide innovative products and services. Emphasis is on information technology's impact on competitive pressures, responses to competitive pressures, and optimal use of the types of information systems by management at the appropriate organizational level. Prerequisites: ACCT 1101, BUAD 2231, BUAD 2280, ECON 2000 or ECON 2100, or consent of instructor and junior standing.

BUAD 3382 Business Application Development (3 credits)
Advanced business application computer programming with emphasis on the highly structured design techniques used by industry. Interactive concepts are integrated within table processing, file processing, and web E-Commerce processing using Micro Focus, Visual Basic, or other similar tool. Prerequisites: BUAD 2280 or consent of instructor.

BUAD 3383 Data Communications (3 credits)
An overview of data communications network design issues and strategies critical to the design and implementation of effective distributed computing systems. Topics include data communications hardware and software, communications media, and OSI reference model. Prerequisite: BUAD 3381 or consent of instructor.

BUAD 3384 Systems Analysis and Design (3 credits)
Information systems methodologies to solve enterprise-wide managerial and organizational problems. Students will use systems design methodologies to develop information system projects and evaluate cases. Approaches to information system implementation, installation, and maintenance activities are also addressed. Includes structured laboratory exercises using computer-based software engineering tools. Prerequisites: ACCT 1101, BUAD 2280, and BUAD 3381, or consent of instructor and junior standing.

BUAD 3420 Employment Law (3 credits)
The study of employment law and labor relations. The course will include presentations, negotiation simulations, and case studies.

BUAD 3467 Advertising Management (3 credits)
Importance of advertising in the marketing function: buying motives, motivation and advertising research, media selection, advertising budgets, advertising agencies, social and economic effects of advertising, problems and testing of advertising effectiveness, and advertising as part of the marketing plan. Prerequisite: BUAD 3361.

BUAD 3520 Business Ethics (3 credits)
A survey of business ethics. Examines conflicts and problems which are facing business persons and the increase of consciousness in business ethics. Concentrates on organizational, market, and governmental regulations of business ethics and their effects on business and its stakeholders.

BUAD 3567 Consumer Behavior (3 credits)
An interdisciplinary approach to the study of the buying behaviors of consumers. Emphasizes the marketing implications of theory and findings from the behavioral sciences. Prerequisite: BUAD 3361.

BUAD 3568 Personal Selling (3 credits)
A study of the principles and psychology of personal selling. Course requires the preparation and presentation of a sales story. Prerequisite: BUAD 3361.

BUAD 3569 E-Marketing (3 credits)
This course focuses on new marketing and promotion technologies and channels. Prerequisites: BUAD 2280 and BUAD 3361; or consent of instructor and junior standing.

BUAD 3677 Principles of Real Estate (3 credits)
Basic principles of real estate profession: small use, property rights, land utilization, neighborhood growth, appraisal, sales and property management as they relate to the real estate profession.

BUAD 3678 Risk Management and Insurance (3 credits)
Principles for decision making involving risk taking and risk avoidance. An examination of the theory of economic risk with emphasis on insurance as a major tool for dealing with risk.

BUAD 3751 International Marketing (3 credits)
This course provides a global orientation for marketing in today's complex, rapidly changing international business environment. It focuses on developing an effective global marketing strategy through market segmentation, market targeting, and market positioning in the international business world. Prerequisites: ACCT 1102 and ECON 2100.

BUAD 3771 Financial Management (3 credits)
An investigation of the financial management of corporate organizations. Basic principles of analysis, planning, and control are considered for determining the best combinations of obtaining and investing capital. Prerequisites: ACCT 1102, BUAD 2231, and ECON 2100, or consent of instructor and junior standing.

BUAD 3772 Advanced Financial Management (3 credits)
An in-depth analysis of financial management in corporations with emphasis on decision making. Working capital management, short-term and long-term financing, mergers, business failures, and reorganizations are considered in depth with an extension of the valuation concepts presented in the basic financial management course. Prerequisite: BUAD 3771.

BUAD 3773 Global Finance (3 credits)
The study of the risks and opportunities faced by multinational firms. Students will consider five factors that distinguish global finance from domestic finance: different currency denominations, legal ramifications, role of governments, and language and cultural differences. The course covers the following global opportunities: product efficiency, broader markets, new raw material sources, new technology, diversification, and retain customers. Prerequisites: ACCT 1101, ACCT 1102, BUAD 2231, BUAD 3771, ECON 2000, and ECON 2100.

BUAD 3872 Investments (3 credits)
Analysis of alternatives in the investment environment required to evaluate the potential risk and return associated with an investment decision. Prerequisite: BUAD 3771.

BUAD 4354 Organizational Behavior (3 credits)
Focuses on the problems encountered by employees in work relationships with fellow employees, supervisors, and subordinates. Empirical research providing models and tools for diagnosing and managing work situations, individual and group behavior, intergroup conflicts, supervisory problems and organizational change will be studied. Prerequisite: BUAD 3351.

BUAD 4385 Data Modeling and Design (3 credits)
The study of database design methodologies, implementation and administration for centralized and distributed database environments. Students will use database design methodologies to develop database projects. Includes study of Structured Query Language (SQL), security techniques, user interface design, testing, and implementation. Prerequisites: BUAD 3384 or consent of instructor.

BUAD 4386 Applied Software Development Project (3 credits)
Solve client information system problem using project management and information system methodologies as part of a team. Utilize CASE tools, develop systems documentation, implement system, and present completed project report to colleagues and client. Prerequisites: BUAD 3384 and BUAD 3382.

BUAD 4387 Strategic Information Management (3 credits)
A study of management systems, computer based or otherwise, in areas where the decision making process is semi-structured to unstructured. Emphasis is on corporate, upper-level strategic management and behavioral aspects of modern organization decision-making. Prerequisites: BUAD 3351, BUAD 3361, BUAD 3381, and BUAD 3771.

BUAD 4456 Human Resources Management (3 credits)
Role of human resource management function: Strategic human resource management; equal employment opportunity (EEO); staffing; talent management and development; total rewards; compensation and benefits; risk management and worker protection; and employee and labor relations. Prerequisite: BUAD 3351.

BUAD 4458 Entrepreneurship (3 credits)
Emphasizes the process of starting, financing, and managing a business of your own. Emphasis is on starting financing aspects, because of their uniqueness to small companies. Prerequisites: To be seriously considering starting a business, or to be actively engaged in operating a small business.

BUAD 4467 Marketing Research (3 credits)
Fundamentals and techniques involved in gathering, recording, analysis, and presentation of data used in solving problems in marketing management. Requires the preparation and presentation of a research project. Prerequisite: BUAD 3361.

BUAD 4468 Marketing Management (3 credits)
An integrative seminar focusing on the problems faced by marketing executive in administration of marketing operations including advertising, personal selling, channels, marketing research, and product development. Emphasizes the decisions that evolve around organizational issues and the implementation of strategic decisions. Prerequisites: BUAD 3361 and BUAD 4467.

BUAD 4469 Small Business Case Analysis (3 credits)
Provides management counseling experience for students and involvement in a business problem solving experience in an actual business environment. Prerequisites: BUAD 3351 and BUAD 3361.

BUAD 4559 Strategic Management (3 credits)
Presents the top management perspective in an organization in terms of formulating and implementing corporate strategy. Written and oral presentations are required. Prerequisites: BUAD 3351, BUAD 3361, BUAD 3381 or ACCT 3110, and BUAD 3771.

BUAD 4600 Senior Seminar: Business Administration (1 credit)
Course consists of recommended common professional components (major core courses required for both Accounting and Business Administration majors), and preparation for and completion of assessment exams for all Business Administration majors. Assessment exams measure student knowledge of required basic core courses in accounting, economics, business law, statistics, computer business applications, management, marketing, finance, and strategic management. Test results allow the Business Administration department to compare departmental with national student outcomes and implement subsequent curriculum improvements. This course is required of all Business Administration, B.S. majors. Prerequisite(s): Completion of the required basic core. Course must be taken during the students last term of enrollment and graduation must follow at the end of that term.

BUAD 4750 International Management (3 credits)
Introduction to the international perspectives of starting, managing, or working in an organization. This course places students in international environments via case studies focusing on the management of exporting, international licensing, creating international joint ventures, and developing wholly owned global subsidiaries. Prerequisites: BUAD 3351 and ECON 2100.

BUAD 4779 Corporate Financial Policies (3 credits)
Analysis of financial concepts as they apply to financial decisions with an in-depth study of the scope and nature of corporate finance. Prerequisite: BUAD 3771.

BUAD 4910 Directed Independent Study (3 credits)
When taken as Readings in Business Administration, the following description applies: Research in one of the functional areas of management, finance, marketing, accounting, or real estate. Prerequisite: Major in Business Administration and consent of advisor.

BUAD 4970 Internship (1-12 credits)
Students serve in a full- or part-time supervised field position in business administration or computer information systems, in a public or private organization. Students are expected to demonstrate and contribute acquired knowledge and skills to the organization, and be exposed to more than routine, entry-level, or part-time staff business operations. Students should arrange for this class during the semester prior to the internship. Students may register for only one business administration or computer information systems internship during their BSU academic career. Upon completion, students will be required to report on their experience (daily journal and final comprehensive paper). The department recommends that students return to BSU for at least one semester upon internship completion. Graded Satisfactory/Unsatisfactory.

All-University Courses

The course numbers listed below, not always included in the semester class schedule, may be registered for by consent of the advisor, instructor, or department chair, or may be assigned by the department when warranted. Individual registration requires previous arrangement by the student and the completion of any required form or planning outline as well as any prerequisites.

1910, 2910, 3910, 4910 DIRECTED INDEPENDENT STUDY
1920, 2920, 3920, 4920 DIRECTED GROUP STUDY
1930, 2930, 3930, 4930 EXPERIMENTAL COURSE
1940, 2940, 3940, 4940 IN-SERVICE COURSE
1950, 2950, 3950, 4950 WORKSHOP, INSTITUTE, TOUR
1960, 2960, 3960, 4960 SPECIAL PURPOSE INSTRUCTION
1970, 2970, 3970, 4970 INTERNSHIP
1980, 2980, 3980, 4980 RESEARCH
1990, 2990, 3990, 4990 THESIS