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 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 2925 People of the Environment: Business Perspective (3 credits)
A survey of environmental issues in relation to business and commerce. Considers the rights and obligations of individuals and businesses in participating in decision-making regarding environmental concerns. Encompasses views on what makes environmentally responsible business. This course does not satisfy any Business Administration major or minor degree requirements. Liberal Education Goal Area 10.

BUAD 3100 College to Career: Preparing for Job and Internship Searches (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 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 2102, 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 2102, 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 2102, 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 2102, 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 2101, 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 2101, BUAD 2280, and BUAD 3381, or consent of instructor and junior standing.

BUAD 3420 Labor and Employment Relations (3 credits)
Study of labor relations, collective bargaining, employment law practices, and current employee relations procedures. Prerequisites: BUAD 2220 and BUAD 3351.

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 Real Estate (3 credits)
An introduction to real estate principles and practices, including ethics, titles to and conveyance of real estate, legal descriptions and deeds, government controls, market valuation and appraisal, real estate finance, brokerage, closing the transaction, real estate investment and taxation.

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 2102 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 2102, 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 2101, ACCT 2102, 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 3772

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