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. (Human Resources Management Emphasis) major
- Business Administration, B.S. (Entrepreneurship Emphasis) major
- Business Administration, B.S. (Finance Emphasis) major
- Business Administration, B.S. (Indigenous Business) major
- Business Administration, B.S. (Marketing Emphasis) major
- Business Administration, B.S. (Indigenous Nations and Marketing Emphasis) major
- Business Administration, B.S. (Management 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
- Entrepreneurs
- 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
Human Resources 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

COMPLETE THE FOLLOWING COURSES:

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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)

ADDITIONAL REQUIRED COURSES

Complete the following courses:

- BUAD 3420 Labor and Employment Relations (3 credits)
- BUAD 4456 Human Resources Management (3 credits)
- BUAD 4507 Talent Acquisition (3 credits)

REQUIRED ELECTIVES

Select 4 of the following courses:

- BUAD 3520 Business Ethics (3 credits)
- BUAD 4354 Organizational Behavior (3 credits)
- BUAD 4500 Compensation and Benefits (3 credits)
- BUAD 4508 Training, Development, and Evaluation (3 credits)
- BUAD 4509 Diversity and Inclusion (3 credits)
- BUAD 4800 Strategic Human Resource Management (3 credits)

SUGGESTED SEMESTER SCHEDULE FOR BUSINESS ADMINISTRATION, B.S. MAJOR, HUMAN RESOURCE MANAGEMENT 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
- MATH 1170 College Algebra (4 credits)

Sophomore: 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)

Junior: Human Resources Management field of emphasis

- BUAD 3420 Labor and Employment Relations (3 credits)
- Select four of the following:
  - BUAD 3520 Business Ethics (3 credits)
  - BUAD 4354 Organizational Behavior (3 credits)
  - BUAD 4500 Compensation and Benefits (3 credits)
  - BUAD 4508 Training, Development, and Evaluation (3 credits)
  - BUAD 4509 Diversity and Inclusion (3 credits)
  - BUAD 4800 Strategic Human Resource Management (3 credits)
  - BUAD 4456 Human Resources Management (3 credits)

Senior: Human Resources Management field of emphasis

- BUAD 4507 Talent Acquisition (3 credits)

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

COMPLETE THE FOLLOWING COURSES:

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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)

Business Administration | 3
• 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 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 2101 Principles of Accounting I (3 credits)
• ACCT 2102 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 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)

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: 65
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

COMPLETE THE FOLLOWING COURSES:

• ACCT 2101 Principles of Accounting I (3 credits)
• ACCT 2102 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 3811 Management Information Systems (3 credits)
• MATH 1170 College Algebra (4 credits)

ADDITIONAL REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:
RESTRICTED ELECTIVES
SELECT FOUR OF THE FOLLOWING COURSES:

- ACCT 3404 Income Taxes I (3 credits)
- ACCT 3405 Income Taxes II (3 credits)
- ACCT 3118 Financial Statement Analysis (3 credits)
- BUAD 3232 Business Statistics II (3 credits)
- BUAD 3520 Business Ethics (3 credits)
- BUAD 3677 Real Estate (3 credits)
- BUAD 3678 Risk Management and Insurance (3 credits)
- ECON 3200 Economics of the Financial Sector (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 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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 3450 Indigenous Business (3 credits)
- BUAD 4550 Indigenous Entrepreneurship (3 credits)

Complete 15 credits (one 3 credit course from each section); no course may be counted toward more than one of the fields:

Finance: Select one

- BUAD 3772 Advanced Financial Management (3 credits)
- BUAD 3872 Investments (3 credits)

Management: Select one

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

Marketing: Select one

- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 4467 Marketing Research (3 credits)

Entrepreneurship: Select one

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

Human Resources Management: Select one
• BUAD 3420 Labor and Employment Relations (3 credits)
• BUAD 4456 Human Resources Management (3 credits)

REQUIRED ELECTIVE

Select one course from the following:

• LEAD 3500 Theories and Contexts of Leadership (3 credits)
• INST 4000 Nation Building and Leadership (3 credits)
• BUAD 3281 Decision Support Systems (3 credits)
• BUAD 3520 Business Ethics (3 credits)
• BUAD 4507 Talent Acquisition (3 credits)
• BUAD 4387 Strategic Information Management (3 credits)
• BUAD 4750 International Management (3 credits)

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

Freshman: All Fields of Emphasis

- Psychology, Sociology or Anthropology
- Liberal Education Requirements

Sophomore: All Fields of Emphasis

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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: Indigenous Business Field of Emphasis

- BUAD 3450 Indigenous Business (3 credits)
- BUAD 3772 Advanced Financial Management (3 credits)
  or BUAD 3872 Investments (3 credits)
- BUAD 3232 Business Statistics II (3 credits)
  or BUAD 3567 Consumer Behavior (3 credits)
  or BUAD 3568 Personal Selling (3 credits)
  or BUAD 4467 Marketing Research (3 credits)

Electives: Select one of the following. (4000 level courses should be taken as a senior.)

- LEAD 3500 Theories and Contexts of Leadership (3 credits)
- INST 4000 Nation Building and Leadership (3 credits)
- BUAD 3281 Decision Support Systems (3 credits)
- BUAD 3520 Business Ethics (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

COMPLETE THE FOLLOWING COURSES:

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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 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 3500 Marketing Analytics (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 3232 Business Statistics II (3 credits)
- BUAD 3384 Systems Analysis and Design (3 credits)
- BUAD 3467 Advertising Management (3 credits)
Business Administration. B.S. major
Indigenous Nations and 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: 68
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

COMPLETE THE FOLLOWING COURSES:

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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 3567 Consumer Behavior (3 credits)
- BUAD 4467 Advertising Management (3 credits)
- INST 1107 Introduction to Turtle Island (3 credits)
- INST 3307 Ojibwe History (3 credits)
- INST 4000 Nation Building and Leadership (3 credits)
- INST 4418 Federal Indian Law (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 4468 Macroeconomics and the Business Cycle (3 credits)
- BUAD 4469 Small Business Case Analysis (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 4000 Microeconomic Decisions (3 credits)
- ECON 4100 Macroeconomic Growth and Fluctuations (3 credits)
- ECON 4200 Macroeconomics and the Business Cycle (3 credits)
- INST 4418 Federal Indian Law (3 credits)
- INST 4467 Marketing Management (3 credits)
- INST 4468 Marketing Management (3 credits)
- INST 4469 Small Business Case Analysis (3 credits)

RESTRICTED ELECTIVES

SELECT 2 COURSES FROM THE FOLLOWING WITH CONSENT OF ADVISOR:

- BUAD 3232 Business Statistics II (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 4468 Marketing Management (3 credits)

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

Freshman: All fields of emphasis
- Psychology, Sociology or Anthropology courses
- Liberal Education requirements

Sophomore: All fields of emphasis
- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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)

Select two courses from the following list: (4000 level courses should be taken as a senior)

Senior: Indigenous Nations and Marketing Field of Emphasis
- INST 3307 Ojibwe History (3 credits)
- INST 4000 Nation Building and Leadership (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Personal Selling (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- BUAD 4469 Small Business Case Analysis (3 credits)
- BUAD 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)
- ECON 4000 Nation Building and Leadership (3 credits)
- ECON 4418 Federal Indian Law (3 credits)
- INST 4418 Federal Indian Law (3 credits)
- BUAD 4467 Marketing Management (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

COMPLETE THE FOLLOWING COURSES:

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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 4387 Decision Support Systems (3 credits)
- BUAD 4385 Business Ethics (3 credits)
- BUAD 4456 Human Resources Management (3 credits)
- BUAD 4469 Small Business Case Analysis (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 Labor and Employment Relations (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 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 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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 3301 Cost Accounting I
- BUAD 3232 Business Statistics II (3 credits)
- BUAD 3281 Decision Support Systems (3 credits)
- BUAD 3420 Labor and Employment Relations (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 4459 Strategic Management (3 credits)

Computer Information Systems, B.S. major

Required Credits: 76
Required GPA: 2.25

I REQUIRED BASIC CORE COURSES

Complete the following courses:

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 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 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 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 1309 Problem Solving and Computation (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 (3 credits)

### III REQUIRED ELECTIVES

Select three of the following: At least TWO courses must be from Group B

**GROUP A.**
- 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)

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**Marketing Communication, B.S. major**

Required Credits: 60  
Required GPA: 2.25

### I REQUIRED COURSES

Compete the following courses:

- BUAD 2280 Computer Business Applications (3 credits)  
- BUAD 3351 Management (3 credits)  
- BUAD 3361 Marketing (3 credits)  
- BUAD 3467 Advertising Management (3 credits)  
- BUAD 3500 Marketing Analytics (3 credits)  
- BUAD 3567 Consumer Behavior (3 credits)  
- BUAD 3569 E-Marketing (3 credits)  
- BUAD 4467 Marketing Research (3 credits)  
- BUAD 4477 Marketing Research (3 credits)  
- BUAD 4480 Portfolio (3 credits)  
- BUAD 4970 Internship (1-12 credits)

May include 3 credits of:
- BUAD 4970 Internship (1-12 credits)  
- BUAD 4970 Internship (1-12 credits)  

Select 1 of the following courses, 3 credits:
- MASC 4970 Internship (1-12 credits)  
- BUAD 4970 Internship (1-12 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**
- Liberal Education Requirements

**Sophomore**
- BUAD 2280 Computer Business Applications (3 credits)  
- BUAD 3351 Management (3 credits)  
- BUAD 3361 Marketing (3 credits)  
- MASC 2243 Video Editing (3 credits)  
- MASC 2780 Culmination (3 credits)  
- MASC 2850 Media Writing I (3 credits)  
- Liberal Education Requirements

**Junior**
- BUAD 3467 Advertising Management (3 credits)  
- BUAD 3500 Marketing Analytics (3 credits)  
- BUAD 3567 Consumer Behavior (3 credits)  
- BUAD 3569 E-Marketing (3 credits)  
- BUAD 4467 Marketing Research (3 credits)  
- BUAD 4477 Marketing Research (3 credits)  
- MASC 3260 Public Relations (3 credits)  
- MASC 3270 Media and Social Change (3 credits)  
- MASC 3500 Media Design (3 credits)  
- MASC 3600 Social Media Marketing (3 credits)  
- MASC 4970 Internship (1-12 credits) (taken for 3 credits)

**Senior**
- BUAD 3568 Personal Selling (3 credits)  
- BUAD 4468 Marketing Management (3 credits)  
- MASC 4220 Multimedia Marketing (3 credits)  
- MASC 4840 Portfolio (3 credits)  
- MASC 4970 Internship (1-12 credits) (taken for 3 credits)

### Business Administration minor

Required Credits: 24  
Required GPA: 2.00

#### REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- ACCT 2101 Principles of Accounting I (3 credits)
- ACCT 2102 Principles of Accounting II (3 credits)
- BUAD 2231 Business Statistics I (3 credits)
- BUAD 3351 Management (3 credits)
- BUAD 3361 Marketing (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 2101 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

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 1910 Directed Independent Study (3 credits)
Arranged individual study.

BUAD 1920 Directed Group Study (3 credits)
Arranged group study.

BUAD 1930 Experimental Course (3 credits)
A course proposed for inclusion in the University curriculum. May not be offered more than two times as an experimental course.

BUAD 1940 In-Service Course (3 credits)
A course for practitioners seeking additional training or expertise in their current vocation or profession. The in-service format typically includes an educational experience in which a University faculty member and a group of students concentrate on working toward the resolution of a specific problem.

BUAD 1950 Workshop, Institute, Tour (3 credits)
An intense, credit-granting academic experience of short duration (usually from two days to two weeks) that is not listed in the current University curriculum. Provides for the practical application of theoretical learning within a group setting, and may include the development of methods and skills and the discussion of ideas and principles.

BUAD 1960 Special Purpose Instruction (3 credits)
A course intended for specific groups or organizations outside the University community.

BUAD 1970 Internship (3 credits)
Graded Satisfactory/Unsatisfactory only. Student internships may be either full-time or part-time in a public or private agency appropriate to the degree objective. Internships consist of closely supervised periods of service that are arranged in advance of the course registration. Students should consult their advisor concerning prerequisites.

BUAD 1980 Research (3 credits)
Research carried out by the student that is based on appropriate methodology and scholarship.

BUAD 1990 Thesis (3 credits)
A thesis written by the student that reports extensive original research carried out by the student and demonstrates appropriate methodology and scholarship.

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 2910 Directed Independent Study (3 credits)
Arranged individual study.

BUAD 2920 Directed Group Study (3 credits)
Arranged group study.
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 2930 Experimental Course (3 credits)
A course proposed for inclusion in the University curriculum. May not be offered more than two times as an experimental course.

BUAD 2940 In-Service Course (3 credits)
A course for practitioners seeking additional training or expertise in their current vocation or profession. The in-service format typically includes an educational experience in which a University faculty member and a group of students concentrate on working toward the resolution of a specific problem.

BUAD 2950 Workshop, Institute, Tour (3 credits)
An intense, credit-granting academic experience of short duration (usually from two days to two weeks) that is not listed in the current University curriculum. Provides for the practical application of theoretical learning within a group setting, and may include the development of methods and skills and the discussion of ideas and principles.

BUAD 2960 Special Purpose Instruction (3 credits)
A course intended for specific groups or organizations outside the University community.

BUAD 2970 Internship (3 credits)
Graded Satisfactory/Unsatisfactory only. Student internships may be either full-time or part-time in a public or private agency appropriate to the degree objective. Internships consist of closely supervised periods of service that are arranged in advance of the course registration. Students should consult their advisor concerning prerequisites.

BUAD 2980 Research (3 credits)
Research carried out by the student that is based on appropriate methodology and scholarship.

BUAD 2990 Thesis (3 credits)
A thesis written by the student that reports extensive original research carried out by the student and demonstrates appropriate methodology and scholarship.

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)

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 3450 Indigenous Business (3 credits)
The purpose of this course is to introduce students to indigenous business as a field of study. Focus on Indigenous business, business practices, and business education. It will further the inclusion of Indigenous perspectives and demonstrate the significant impact that Native Americans have had on business, as well as, cultural contributions to management, leadership, marketing, economic development, and entrepreneurship.

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 3500 Marketing Analytics (3 credits)
In this digital age, there is an unprecedented volume, velocity, and variety of marketing data available to firms. User characteristics and behaviors are tracked in detail for websites, social media pages, and ad campaigns, and information-rich user-generated content is contributed at breakneck speed throughout the web. The marketing world is a buzz with excitement about using this “big data” to increase profits—yet, many marketers find real, measurable value-gain to be elusive. It is all too easy to suffer “analysis paralysis” in the face of a sea of metrics; to make misinformed recommendations based on flawed data or analytics; or in invest in an analytics tool that makes strong promises but doesn’t deliver actionable insights. Prerequisite(s): 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 3910 Directed Independent Study (3 credits)
Arranged individual study.

BUAD 3920 Directed Group Study (3 credits)
Arranged group study.

BUAD 3930 Experimental Course (3 credits)
A course proposed for inclusion in the University curriculum. May not be offered more than two times as an experimental course.

BUAD 3940 In-Service Course (3 credits)
A course for practitioners seeking additional training or expertise in their current vocation or profession. The in-service format typically includes an educational experience in which a University faculty member and a group of students concentrate on working toward the resolution of a specific problem.

BUAD 3950 Workshop, Institute, Tour (3 credits)
An intense, credit-granting academic experience of short duration (usually from two days to two weeks) that is not listed in the current University curriculum. Provides for the practical application of theoretical learning within a group setting, and may include the development of methods and skills and the discussion of ideas and principles.

BUAD 3960 Special Purpose Instruction (3 credits)
A course intended for specific groups or organizations outside the University community.

BUAD 3970 Internship (3 credits)
Graded Satisfactory/Unsatisfactory only. Student internships may be either full-time or part-time in a public or private agency appropriate to the degree objective. Internships consist of closely supervised periods of service that are arranged in advance of the course registration. Students should consult their advisor concerning prerequisites.

BUAD 3980 Research (3 credits)
Research carried out by the student that is based on appropriate methodology and scholarship.

BUAD 3990 Thesis (3 credits)
A thesis written by the student that reports extensive original research carried out by the student and demonstrates appropriate methodology and scholarship.

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 4355 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 4466 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. Prerequisites: BUAD 3351 and BUAD 3361.

BUAD 4500 Compensation and Benefits (3 credits)
This course focuses on how managers can use compensation strategy to attract, retain, and motivate valued employees, while controlling labor costs. Part of the course revolves around application of principles to an ongoing case where students design all aspects of a compensation strategy. Shorter cases, as well as problem sets, will also be used. Prerequisite(s): BUAD 4456.

BUAD 4507 Talent Acquisition (3 credits)
This course focuses on a specific area in Human Resources Management, namely personnel selection and placement. In seeking to improve the performance and retention of employees, organizations recognize the importance of hiring as an important means to this end. This course is designed to provide a conceptual understanding of personnel selection practices, and how these practices contribute as a human resource (HR) function to job performance, organizational efficiency, and organizational effectiveness. This course will examine important concepts in personnel selection such as reliability and validity, as well as provide an understanding of various types of selection tests and assessments in current practice. Thus, part of this course will provide the background necessary for the future practice and application of personnel selection activities. As the course progresses, continually ask yourself, "How can I improve selection and placement processes in organizations?" Prerequisite(s): BUAD 4456.

BUAD 4508 Training, Development, and Evaluation (3 credits)
Organizations are increasingly turning to training and development to help meet the challenges of today’s rapidly changing workplace. This course is designed to provide students with an in depth study of the concepts, processes, and issues associated with training and developing human resources. Attention will be given to planning, designing, implementing, and evaluating training and development programs. Broader issues concerning employee development and training for specific needs will also be addressed. Prerequisite(s): BUAD 3351.

BUAD 4509 Diversity and Inclusion (3 credits)
This course focuses on the importance of diversity and embracing diversity in organizations. Develop cultural competency and provides students with tools to meet the challenges of an increasingly diversified world. This course covers theories and legislation, global diversity as well as examines specific groups and categories. Prerequisite(s): BUAD 4456.

BUAD 4550 Indigenous Entrepreneurship (3 credits)
The purpose of this course is to introduce students to Indigenous Entrepreneurship as a field of study. Focus on Indigenous business practices and entrepreneurship. Students will be exposed to the process of starting, financing, and managing a business. Emphasis is on Indigenous economies, which blend the bottom line approach and sustainable development. Prerequisite(s): BUAD 3351.

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 4800 Strategic Human Resource Management (3 credits)
This course examines the contexts of strategic human resource and develops a framework and conceptual model for the practice of strategic human resources and examines the actual practice and implementation of strategic human resources through discussing strategic issues that need to be addressed while developing specific programs and policies related to traditional functional areas of human resources. Prerequisite(s): BUAD 4456.

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 4917 DIS Tchg Assoc | (1-2 credits)
Directed Independent Study | Teaching Associate

BUAD 4920 Directed Group Study (3 credits)
Arranged group study.

BUAD 4930 Experimental Course (3 credits)
A course proposed for inclusion in the University curriculum. May not be offered more than two times as an experimental course.

BUAD 4940 In-Service Course (3 credits)
A course for practitioners seeking additional training or expertise in their current vocation or profession. The in-service format typically includes an educational experience in which a University faculty member and a group of students concentrate on working toward the resolution of a specific problem.

BUAD 4950 Workshop, Institute, Tour (3 credits)
An intense, credit-granting academic experience of short duration (usually from two days to two weeks) that is not listed in the current University curriculum. Provides for the practical application of theoretical learning within a group setting, and may include the development of methods and skills and the discussion of ideas and principles.

BUAD 4960 Special Purpose Instruction (3 credits)
A course intended for specific groups or organizations outside the University community.

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.

BUAD 4980 Research (3 credits)
When taken as Honors Business Project the following description applies: Offices superior upper division undergraduate students in business administration the opportunity to do in-depth research in topics that are of interest to them, other students in the class, and the instructor(s). Prerequisite: Open to Business Administration majors with a minimum of a 3.00 GPA.

BUAD 4990 Thesis (3 credits)
A thesis written by the student that reports extensive original research carried out by the student and demonstrates appropriate methodology and scholarship.

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