



# 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. (Indigenous Business) *major*
- Business Administration, B.S. (Entrepreneurship Emphasis) *major*
- Business Administration, B.S. (Marketing Emphasis) *major*
- Business Administration, B.S. (Finance Emphasis) *major*
- Business Administration, B.S. (Human Resources Management Emphasis) *major*
- Business Administration, B.S. (Professional Selling 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*
- Professional Selling *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

Mathematics  
 Computing  
 Speech  
 Writing  
 Business Administration

**Preparation**

*Recommended High School Courses*

# Business Administration, B.S. *major*

## Indigenous Business

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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 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 Professional 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 3567 Consumer Behavior (3 credits) or BUAD 3568 Professional 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)
- BUAD 4387 Strategic Information Management (3 credits)

- BUAD 4507 Talent Acquisition (3 credits)
- BUAD 4750 International Management (3 credits)

Senior: Indigenous Business Field of Emphasis

- BUAD 3420 Labor and Employment Relations (3 credits)  
or BUAD 4456 Human Resources Management (3 credits)
- BUAD 4550 Indigenous Entrepreneurship (3 credits)
- BUAD 4354 Organizational Behavior (3 credits)  
or BUAD 4456 Human Resources Management (3 credits)
- BUAD 4458 Entrepreneurship (3 credits)  
or BUAD 4469 Small Business Case Analysis (3 credits)

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

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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)
- 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 Professional 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 Professional 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)

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***

### **Marketing Emphasis**

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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 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 3500 Marketing Analytics (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3568 Professional Selling (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (3 credits)

#### **REQUIRED ELECTIVES**

SELECT 2 OF THE FOLLOWING COURSES:

- ACCT 4160 Business Communication (3 credits)  
*or* COMM 4160 Business Communication (3 credits)
- 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)
- 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)

## **Business Administration, B.S. *major***

### **Finance Emphasis**

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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 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)

#### **RESTRICTED ELECTIVES**

SELECT FOUR OF THE FOLLOWING COURSES:

- ACCT 3118 Financial Statement Analysis (3 credits)
- ACCT 3404 Income Taxes I (3 credits)
- ACCT 4405 Income Taxes II (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)

## **Business Administration, B.S. *major***

### **Human Resources Management Emphasis**

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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 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 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

- 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 4559 Strategic Management (3 credits)
- BUAD 4600 Senior Seminar: Business Administration (1 credit)

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* Professional Selling Emphasis

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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: 64

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 3568 Professional Selling (3 credits)
- BUAD 4340 Sales Management (3 credits)
- BUAD 4568 Advanced Professional Selling (3 credits)
- COMM 4160 Business Communication (3 credits)

## REQUIRED ELECTIVES

Select 2 elective courses for the Professional Selling emphasis:

- BUAD 3467 Advertising Management (3 credits)
- BUAD 3500 Marketing Analytics (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 3751 International Marketing (3 credits)
- BUAD 4347 Sales Simulator Lab (2 credits)
- COMM 3100 Interviewing (3 credits)

## Business Administration, B.S. *major* Indigenous Nations and Marketing Emphasis

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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 Marketing Research (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)

### 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 Professional 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)

Senior: All fields of emphasis

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

Sophomore: Indigenous Nations and Marketing Field of Emphasis

- INST 1107 Introduction to Turtle Island (3 credits)

Junior: 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)

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

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

Senior: Indigenous Nations and Marketing Field of Emphasis

- INST 4418 Federal Indian Law (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- BUAD 4559 Strategic Management (3 credits)

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

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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 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 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)
- 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 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 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 4559 Strategic Management (3 credits)

## Computer Information Systems, B.S. *major*

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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)  
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 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 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*

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Required Credits: 60  
Required GPA: 2.25

### I REQUIRED COURSES

Complete 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 3568 Professional Selling (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- MASC 2243 Video Editing (3 credits)
- MASC 2250 Video Production (3 credits)
- MASC 2850 Media Writing I (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 4220 Multimedia Marketing (3 credits)
- MASC 4840 Portfolio (3 credits)

Select 1 of the following courses, 3 credits:

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

## Business Administration *minor*

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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)
- 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*

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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

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

## Professional Selling *minor*

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Required Credits: 15

Required GPA: 2.00

### REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

- BUAD 3568 Professional Selling (3 credits)
- BUAD 4340 Sales Management (3 credits)
- BUAD 4458 Entrepreneurship (3 credits)
- BUAD 4568 Advanced Professional Selling (3 credits)
- COMM 4160 Business Communication (3 credits)

## Business Administration Courses

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### 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 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 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 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 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 to 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 Professional Selling (3 credits)**

A study of the principles and psychology of personal selling. Course requires the preparation and presentation of a sales story. Prerequisite(s): BUAD 3361, or enrolled in Professional Selling minor, or Instructor Consent

**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 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 4340 Sales Management (3 credits)**

This course is an overview of sales management including forecasting sales, territory development and management, training & motivation, supervision of salesforce, compensation, CRM management, and sales management problems with resolution. Prerequisite(s): BUAD 3568.

**BUAD 4347 Sales Simulator Lab (2 credits)**

The purpose of this course is to combine sales education with practical sales experience through experiential learning and role play. Students will participate in sales competition. Course is repeatable for up to 4 credits. Prerequisite(s): Instructor consent.

**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. 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 3450.

**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 4568 Advanced Professional Selling (3 credits)**

The purpose of this course is to build advanced professional selling skills with focus on areas of the sales process such as negotiating, sales presentation, and relationship-building skills. Role playing and interactive exercises will be emphasized. Prerequisite(s): BUAD 3568.

**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 context 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 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