Business Administration (BUAD)

BUAD 090  Business Internship  0.0 SH  
Professional internship in an off-campus, 3rd party business setting that will prepare the student for a career in business. Position may be in any area of marketing, finance, operations, or management but must provide a professional career-based experience. The internship supports the Business Administration major by providing context and experience relative to the concepts taught within the major.
Field of Study Restrictions: Business Administration Majors only.

BUAD 110  Discovering Business  3.0 SH  [GESS]  
A course specifically designed for non-majors offering a new approach to the integrated discovery of basic business concepts. Students gain an understanding of how economics, entrepreneurship, management, marketing, accounting, finance, and business ethics all work together in the successful enterprise. Case studies involving companies, business leaders and entrepreneurs, as well as team projects, make business principles relevant for the student.

BUAD 140  Innovation!  3.0 SH  [GESS]  
Innovation is a core 21st-century skill. This course uses design thinking, lean entrepreneurship, and prototyping as the means of developing creative confidence and rapidly creating a successful new product or service. Multiple design projects are used.
Class Level Restriction: Freshman and Sophomore only.

BUAD 161  Business Analytics  3.0 SH  
Covers the business use of analytical methods such as decision trees, scorecards, forecasting, clustering, regression and optimization to solve business problems and make business decisions. Descriptive, inferential and predictive statistics and probability are covered as the foundation of business analytic decisions and the study of operational variability. A business analytic team project is included.
Class Level Restriction: Freshman and Sophomore only.

BUAD 215  Intro to Mgmt Info Systems  3.0 SH  
Students increase their technical perspective of business by exploring the systems, information, people, strategies, and technology delivery models that drive companies' critical digital infrastructure. Using case studies and projects, students analyze and practice the roles of IT manager, business user, technology vendor, and consultant in the context of enterprise software solutions, networks, digital media, and data platforms.
Prerequisite: BUAD 251 (with a grade no lower than C).
Class Level Restriction: Sophomore and Junior and Senior only.

BUAD 251  Financial Accounting  3.0 SH  
Stresses the recording and analysis of business transactions. The accounting cycle and preparation of those financial statements required for evaluating the financial status of proprietorships and corporations are emphasized. Also covers specific categories of assets, liabilities, and equity, including corporations. Includes Excel applications and an Internet-based practice set.
Prerequisite: BUAD 161.

BUAD 252  Managerial Accounting  3.0 SH  
Builds on the accounting principles studied in BUAD 251. The primary emphasis is the use of accounting for internal management. Cost accounting systems, accounting information for managerial decisions, tax considerations and capital budgeting are stressed.
Prerequisite: BUAD 251 (with a grade no lower than C).

BUAD 255  Entrepreneurship  3.0 SH  
Students gain an understanding of how the functions of a business enterprise - management, marketing, accounting, finance, and information technology - are interrelated and interdependent. Students are assigned to a small business team in which they apply their understanding to the development of a business plan for a new venture.
Prerequisite: BUAD 140 and BUAD 320.
Class Level Restriction: Sophomore and Junior only
Field of Study Restrictions: Entrepreneurship Minors only.
### BUAD 270  Business Sustainability  3.0 SH
Explores the historical and current context for sustainable business including sustainable business models that emphasize long-term value for all business stakeholders and support eco and socio-efficiency and eco and socio-effectiveness sustainability principles. Techniques are studied to embed sustainable development into the functions of business: Marketing, Accounting, Operations, Investing, Product Design, and Management. Case studies, readings, and projects are used.
**Class Level Restriction:** Sophomore and Junior and Senior only.

### BUAD 310  Investments  3.0 SH
Investment instruments including common stock, corporate and government bonds, mutual funds, options; determination of value; security analysis; investment philosophies; historical returns; crowd behavior and the lessons of history; emphasis on value-based, long-term investing.
**Prerequisite:** BUAD 251.
**Class Level Restriction:** Junior and Senior only.

### BUAD 320  Marketing  3.0 SH
An introduction to the principles of creating value for customers and building and managing strong, profitable customer relationships. Students study the nature of consumer and business-to-business markets and the role of strategic marketing planning, marketing research, pricing, distribution, and advertising. Students study and analyze contemporary cases to understand how marketing principles are used to guide decision-making in organizations.
**Prerequisite:** BUAD 251 (with a grade no lower than C).
**Class Level Restriction:** Junior and Senior only.

### BUAD 321  Marketing Research  3.0 SH
Emphasizes the role of marketing research and consumer behavior in marketing management. Topics included are research design, test marketing, secondary sources, survey research, questionnaire design and data analyses, attitude measurement, and product, pricing, and promotional research. The course emphasizes the importance of consumer focus from recognizing needs to generating pre through post purchase satisfaction.
**Prerequisite:** BUAD 320.
**Class Level Restriction:** Junior and Senior only.

### BUAD 326  Multi-Channel Marketing  3.0 SH
Interdisciplinary course open to students majoring in Business Administration or Mass Communication. The course addresses changes in the marketing environment and how an integrated approach is necessary for success. Students integrate outbound channels such as cable, radio, public relations, print, direct mail, and email with inbound channels such as blogs, social media, website optimization, and pay-per-click for superior results.
**Prerequisite:** business administration majors: BUAD 320; mass communication majors: MCOM 263.
**Class Level Restriction:** Junior and Senior only
**Field of Study Restrictions:** Business Administration, Mass Communication Majors only.

### BUAD 328  Global Strategic Marketing  3.0 SH
Cultivate marketing global business perspectives from a strategic standpoint. Develop an ability to analyze, define, discuss, and execute the marketing process and strategies that firms require when marketing their product or services internationally. Topics will include: international marketing environment, cultural dynamics, global marketing channels, marketing to bottom of the pyramid, global advertising, and strategic alternatives & expansion, among others.
**Prerequisite:** BUAD 320.
**Class Level Restriction:** Junior and Senior only.

### BUAD 330  Management  3.0 SH
A seminar course that evaluates several major management models that have been employed internationally over the past several decades. The works of noted thought leaders in management philosophies and business models are examined and compared to current management theory and practice. The qualities required of management to be effective in planning, organizing, leading, and controlling organizations on an ethical basis are identified and stressed.
**Class Level Restriction:** Junior and Senior only.
Business competition and strategy is global, and to successfully manage and operate an international corporation requires an understanding of complex economic, political, cultural, and governmental issues. This course uses case studies, discussions, papers, and projects to explore the methods and operational strategy of businesses and multi-nationals within a global context. ECON 203 and ECON 204 are recommended but not required.

**BUAD 335 International Business**  
3.0 SH

Students will learn about the theories and practices that create effective organizations. This course presents theories relating to the behavior of individuals and groups within formal organizations and focuses on organizational behavior, organizational structure, organizational development, and organizational change management. These theories are applied to case studies and work experiences to gain a practical understanding.

**BUAD 336 Organizational Effectiveness**  
3.0 SH  [GESS]

Covering both a firm’s operations and supply chain management, topics include production, logistics, quality, capacity, and inventory management. This course incorporates many applied quantitative business methods such as optimization, forecasting, and business process design.

**BUAD 340 Operations & Supply Chain Mgmt**  
3.0 SH

Fundamentals of financial management of the business enterprise. Needs for funds; financial planning; cost of capital; capital structure; dividend policy; capital budgeting; long-term financial and corporate securities; financial aspects of expansion, reorganization.

**BUAD 350 Business Law**  
3.0 SH

Builds on the accounting principles studied in BUAD 251 and BUAD 252. The primary emphasis is on intermediate financial accounting principles: statement preparation, asset accounting, liabilities and stockholder’s equity accounting. Application as well as theory. Offered on demand.

**BUAD 351 Intermediate Accounting**  
3.0 SH

Prerequisite: BUAD 161.

**BUAD 360 Managerial Finance**  
3.0 SH

Prerequisite: ECON 204, BUAD 252 (with a grade no lower than C) and BUAD 161.

**BUAD 375 New Venture Incubator**  
1.0-3.0 SH

This course is a project-based, hands-on learning course that supports students starting businesses and new innovation product ideas. The class will support the entrepreneurial drive of students in taking steps to start and nurture their own businesses by using a lean startup model of business development that supports testing business assumptions and by encouraging entrepreneurial learning and collaboration.

**BUAD 400 Seminar**  
1.0 SH

A seminar in selected topics in business administration or economics. The contents will vary, and the title will be extended to describe the current topic. May be taken more than once provided the topics differ.
BUAD 401  Business Consulting Practicum  1.0-3.0 SH  [ ]
Group participation in an ongoing project providing business consulting services to companies involved in retail, manufacturing, and services. Project integrates and applies students' knowledge to financial, marketing, and management situations. May be offered for variable credit from one to three semester hours. May be taken more than once, up to a total of 12 semester hours.
Class Level Restriction: Junior and Senior only.

BUAD 404  Business Mgt Study Project  3.0-9.0 SH  [ ]
Offered on a field program or on a contract basis. May be offered for variable credit from three to nine semester hours. Work done independently with a corporation or other organization.
Class Level Restriction: Junior and Senior only.

BUAD 430  Strategic Management  3.0 SH  [ ]
Integration of the functional areas of business management in formulating and implementing the policies of the enterprise. Topics included are mission statements; industry analysis; internal SWOT analysis; corporate, business, and functional level strategies; generic and grand strategies; empowerment; restructuring; and strategic control. Course includes a capstone research paper.
Prerequisite: completion of all other business administration major requirements.
Class Level Restriction: Senior only
Field of Study Restrictions: Business Administration Majors only.

BUAD 440  New Venture Creation  3.0 SH  [ ]
Students apply understandings of the multiple functions of a business enterprise - management, marketing, accounting, operations, and finance. Students will demonstrate a mastery of business principles and teamwork, developing a business plan for a new venture. They will be required to participate in a New Venture Incubator. A final pitch presentation will be given to a group of simulated "investors".
Prerequisite: BUAD 320, BUAD 340, and BUAD 360.
Class Level Restriction: Senior only.