

BUSINESS ADMINISTRATION

BA-901 Directed Study: Management

Directed study offers graduate students, who because of unusual circumstances may be unable to register for a course when offered, the opportunity to complete an existing course with an established syllabus under the direction and with agreement from a faculty member. Variable credits.

Fall and Spring and every year. 1-12 Credits

BA-910 Information Technology

This course takes a managerial perspective toward the use of information technology (IT) and will analyze how organizations use IT to improve organization efficiency and effectiveness and to achieve a competitive advantage. Case studies may be employed to understand how organizations have implemented IT to integrate processes across multiple business functions and to differentiate their organization from the competition.

3 Credits

BA-911 Accounting for Managerial Decisions

This course focuses on the analysis of financial statements, benchmarking for liquidity, solvency, efficiency, profitability, analysis of risk and leverage, financial planning and control, cost analysis including activity based costing, budgeting systems, and an introduction to capital budgeting.

3 Credits

BA-912 Marketing Management

This course will provide students with an in-depth understanding of consumer and business marketing. Students will develop an understanding of and apply marketing theories, models and techniques through reading and analysis of current journal articles and cases. Particular focus will be placed on developing managerial and decision-making skills.

3 Credits

BA-913 Managerial Economics

This course will present those aspects of economics theory and analysis that are most relevant to students in business administration. The topics covered include demand analysis, estimation and forecasting, production theory, cost analysis and estimation, and pricing theory and application.

3 Credits

BA-914 Organizational Behavior

This course introduces concepts, theories and current research in the effective management of organizations employing the open-systems model and contingency approach as an overall framework. Individual differences, teamwork, organizational structure and processes are all discussed. The role of perception and motivation in the behavior of the individual is addressed. Cases, workshops and readings are integrated within the course.

3 Credits

BA-915 Corporate Finance

This course will review theories and cases in value maximization as the goal of a firm. The specific topics covered include EVA and MVA approaches, corporate governance and agency issues, valuation of corporate securities, cost of capital, and risk analysis and management. Other possible topics may include uses and valuation of derivatives, advanced issues in capital budgeting including embedded options, capital structure, dividend policy, lease analysis, mergers, acquisitions and bankruptcy, and international finance.

3 Credits

BA-916 Quantitative Analysis and Research Methods

This course will explore both quantitative and qualitative research methods. Professional business statistics will be covered including multiple regression, time series analysis, queuing theory, decision theory and advanced data analysis. Fundamental social science research methods such as exploratory, field, experimental, and survey research will be reviewed. Students will be expected to present a research plan including problem definition, research questions, data collection methods and data analysis tools.

3 Credits

BA-918 International Finance

Prerequisites: EC-110 and EC-120.

This course is designed to provide graduate students with a comprehensive understanding of the theoretical and practical analysis of exchange rates and foreign exchange markets. Students will analyze transaction mechanisms and products. This course introduces for-exposure from a corporate perspective and links instruments and products to risk management strategies.

Every year. 3 Credits

BA-920 Global Marketing Management

Building on the core courses in Marketing and International Marketing, students examine the types of decisions that marketing managers make when expanding and developing foreign markets. We will relate the various economic, social, political, and legal dimensions of the world to the marketplace. Using primarily qualitative methodologies, the course assesses the impact and integration of global factors in marketing programs and strategies.

3 Credits

BA-921 Consumer Behavior

The course will focus and further development the of knowledge of consumer behavior in the consumer marketing perspective. We will investigate the inputs of consumer behavior into marketing by relevant analytical methods and research. In this course you will learn about fundamental theories and concepts in consumer psychology and research of how and why people choose, use, and evaluate goods and services.

3 Credits

BA-922 Research Methods for Marketing Decisions

Students will examine the concepts and techniques used in marketing research for problem-solving and decision making in marketing. Problem definition, research design, types of information and measurement scales, and evaluation, and utilization of secondary data with an emphasis on electronic access are discussed. Students are trained in the methods of primary data collection including structured and unstructured interviews, focus groups, and surveys.

3 Credits

BA-923 Integrated Marketing Communications

This course is designed for students who will become decision makers in almost any company concerned with consumer/customer communications including advertising, public relations, promotions, Internet marketing, media and client organizations. The emphasis in this course will be the formulation of advertising and other promotional mix elements in the integrated marketing communications program (IMC) of an organization.

3 Credits

BA-924 Sales Management

This course will examine the elements of an effective sales force as an indispensable component of the organization's marketing effort. Students will understand marketing's reach and potential impact in achieving organizational goals. Students will understand the sales process, the relationship between sales and marketing, sales force structure and customer relationship management (CRM).

3 Credits

BA-925 Econometrics

Prerequisites: EC 110, EC 120 and MA 150 or EC 150 (or transfer equivalents)

This course is designed to provide graduate students with a comprehensive understanding of econometric theory and its practical application using the STATA software. Students will review probability theory and statistics and advance to familiar econometric principles and techniques to analyze financial market data, estimate models, and draw meaningful inferences. Emphasis will be placed on both theoretical foundations and hands-on experience with real-world data using STATA. Every year. 3 Credits

BA-926 Financial Risk Management

Prerequisites: BA-915 and BA-925.

This course introduces conceptual and practical aspects of financial risk management. This covers risk management in the context of financial organizations and financial instruments. We will use Microsoft Excel to explore a variety of mathematical models pertaining to interest rate risk, credit risk and market risk among others. Upon completion, students should know what models are available, which scenarios are suitable for each, and how to critically evaluate and intelligently use the output of the models.

Every year. 3 Credits

BA-928 Security Analysis

Prerequisites: BA-915 and BA-925.

This course introduces concepts of financial instruments which are sources of assured income as well as those which are a source of risk capital. This includes how to value securities, how to manage a portfolio of securities, and adopting risk mitigating measures for such securities. Every year. 3 Credits

BA-934 Investment Analysis and Portfolio Manage

Prerequisites: BA-915 and BA-925 and BA-928.

This course provides an in-depth exploration of investment strategies, portfolio management techniques, and financial analysis. It is designed to equip students with the knowledge and skills necessary to make informed investment decisions and construct well-diversified portfolios. Students will learn to critically evaluate financial assets, assess risk, and develop strategies to maximize returns while managing risk. The course the practical application of investment theory in real-world scenarios. Through hands-on exercises and portfolio simulation, students will gain valuable experience in managing investment portfolios.

Every year. 3 Credits

BA-960 Leadership Theory and Skills

This course explores the past, present and future of leadership and covers a variety of leadership paradigms and approaches. Attention is focused on cultural dynamics and diversity, including national, global and ethical issues. Emphasis is placed on how leaders emerge, the ever changing nature of a leader's skills portfolio, and how leadership roles are changing. Leadership of individuals, small teams, organizations, as well as leadership in a virtual world are discussed. Assignments include case analyses, individual and group projects and presentations.

3 Credits

BA-961 Organizational Development and Change

This course focuses on improving organizational effectiveness and leading the change processes. It draws upon a variety of behavioral science approaches to planned development and change. Regaining control after unplanned changes are also discussed. Using an experiential approach, Organizational Development is designed to improve individual, team and organizational performance through the design, implementation and evaluation of system-wide changes.

3 Credits

BA-962 Ethics and Social Responsibility of Leadership

This course examines ethical questions in the conduct of leadership. It considers the legal mandates, ethical and social responsibilities of leaders to all stakeholders. The influence of external and internal forces of the organizational environment will be explored.

3 Credits

BA-963 Action Learning Professional Leadership Project

Prerequisites: 2 courses from BA-960 BA-961 BA-962.

This course serves as a capstone in the Leadership concentration. Individuals will select a specific hands-on leadership project within a profit or not-for-profit organization. They will write and orally deliver a proposal to the class and subsequently to the host organization. The project, once implemented and completed, will incorporate skills, theories and concepts learned throughout the program into real-world applications.

3 Credits

BA-970 Seminar in Leadership

This course complements the theoretical components offered through the MS program by providing practical exposure to current management issues. This is accomplished by bringing to class business executives and leaders who discuss their most immediate and longer term management challenges. The course also examines several current issues facing senior executives.

3 Credits

BA-971 Entrepreneurship and Small Business Management

This course explores both entrepreneurial venture and small business start-up processes, plans and strategies. Students will be required to establish a business and develop a start-up proposal and strategic plan for a successful operation. The course is interdisciplinary and relies heavily on experiential exercises and simulation.

3 Credits

BA-972 Motivation and Leadership of Teams

This course is designed to provide a leadership perspective on the management and work effectiveness of teams and groups. Theories of motivation and group dynamics will be discussed in order to develop a greater understanding of the interplay between task, individuals, teams/groups and leadership. Your own personal behavior in teams and your team management skills will also be examined. The course is highly experiential and involves working in class teams on graded and non-graded assignments. These assignments include team presentations and written and oral analysis.

3 Credits

BA-973 Leading in the International Business Environment

This course is an in-depth analysis of all components of international business management. Major emphasis is placed upon multi-national business operations, including foreign profit centers, national and cultural differences, and comparative management systems. These are studied in terms of their influence on all areas of international trade.

3 Credits

BA-974 Negotiations

This course focuses on the essential knowledge and skills that effective negotiators need to deal appropriately with the problems and possibilities of effective negotiations, conflict management, and power and influence at work and other settings. Through active participation in negotiation role-plays, students develop negotiation skills; through the use of self-administered instruments, students learn about their own negotiating styles; and through lectures and readings, students learn about the structures and dynamics of negotiation, conflict, and power in organizations.

3 Credits

BA-975 Leadership Perspectives of Human Resources and the Legal Environment

This course examines how managers can utilize modern human resource practices in order to improve company performance and efficiencies. Topics include staffing for quality, outsourcing, use of core and contingent workforce, managing workforce commitment and performance, legal issues, managing careers and reward systems. A case study approach is used.

3 Credits

BA-976 Selected Topics in Leadership

This course is an in-depth study of a selected topic, issue, problem or trend in management. The specific subject matter is not offered as an existing regular course or deserves more time-emphasis than is possible in a regular course. When offered, topics and prerequisites are announced in WebAdvisor.

3 Credits

BA-986 Internship in Management

Prerequisites: Matriculated in MS in Management / Permission of Graduate Coordinator The graduate Internship in Management consists of supervised managerial work in an approved business setting (45 hours per credit or 135 hours for 3 credits).

1-6 Credits

BA-990 Integrated Business Strategy

This course will expose students to the concepts of strategic management and processes and provide them with the opportunity to integrate knowledge and skills developed in previous courses. The principal method for achieving these objectives is the in-depth oral and written analysis of complex, multiple problem cases by both individual students and teams.

3 Credits