

# BUSINESS ADMINISTRATION

## Department of Business Administration and Economics

The Business Administration program enables students to acquire competencies necessary to manage the business, human, financial, and technological resources of organizations. The major in Business Administration offers six concentrations: Management, Accounting, Finance, Marketing, International Business, and Entrepreneurial Studies and Small Business Management.

### Admission Requirements

Application to the department after completion of the following prerequisite courses:

Code	Title	Credits
EC-110	Introduction to Microeconomics	3
EC-120	Introduction to Macroeconomics	3
EN-253	Business Communications	3
MA-150 or EC-150	Statistics I Statistics	3
MA-202 or EC-202	Business Calculus Introduction to Mathematical Economics	3-4
<b>Total Credits</b>		<b>15-16</b>

To be accepted to the major, a student must complete all prerequisite courses with a C (2.0) or better average. Prerequisite courses may be completed after acceptance with department approval.

- 4+1 Program
- Business Administration Major
- Business Administration Major, Concentration in Accounting
- Business Administration Major, Concentration in Entrepreneurial Studies and Small Business Management
- Business Administration Major, Concentration in Finance
- Business Administration Major, Concentration in International Business
- Business Administration Major, Concentration in Management
- Business Administration Major, Concentration in Marketing
- Business Administration Minor

### Faculty

Abir A. Bukhatwa, Assistant Professor (2019), B.A., M.A., University of Benghazi; M.A., Ph.D., Clark University

Mary E. Clay, Department Chair, Professor (2012), B.S., Fitchburg State University; M.B.A., Anna Maria College; D.B.A., Argosy University; C.P.A., Commonwealth of Massachusetts

Laurie A. Dahlin, Professor (2001), B.S., Nichols College; M.B.A., Assumption College; D.B.A., Nova Southeastern University; C.M.A., Institute of Management Accountants

Paul A. Dubrey, Jr, Associate Professor (2016), B.S., Assumption College; M.B.A., Nichols College; C.P.A., Commonwealth of Massachusetts; D.B.A., Walden University

Bo Fan, Assistant Professor (2019), B.B.A., B.CST., Shenyang Institute of Technology; M.S., Ph.D., Southern New Hampshire University

Mark L. Love, Associate Professor (2006), B.S., M.B.A., Nichols College; C.P.A., Commonwealth of Massachusetts

Kaushik Mukherjee, Assistant Professor (2022), B.S., Jadavpur University; M.B.A., Xavier School of Management, India; Ph.D., University of Mississippi

Rodney Oudan, Professor (2005), PgCert., University of the West Indies, UWI; M.M., Cambridge College; D.B.A., Nova Southeastern University

Miriam L. Plavin-Masterman, Professor (2013), B.S., Cornell University; M.B.A., Dartmouth College; M.A., Ph.D., Brown University

Elizabeth A. Siler, Professor (2008), B.A., Boston University; M.B.A., Simmons College; Ph.D., University of Massachusetts, Amherst

Lingling Wang, Associate Professor (2016), B.A., Xi'an International University; M.B.A., Ecuador Military School of Technology; M.S., D.B.A., Southern New Hampshire University

Elizabeth J. Wark, Professor (2007), B.A., Mount Holyoke College; M.B.A., University of Massachusetts; M.A., Ph.D., Clark University

### Courses

#### BA-100 Introduction to Business

Introduction to basic concepts related to business practices; includes examination of local, regional and national organizations in the business world.

3 Credits

#### BA-193 Special Topics in Business First -Year Students

**LASC Categories:** FYS

Introductory level course covering topics of special interest to first-year students or offered only as a First-Year Seminar.

3 Credits

#### BA-200 Principles of Management

Study of management practices and behavior in organizational settings; emphasis on introduction to managerial principles, concepts and fundamentals.

3 Credits

#### BA-210 Financial Accounting I

Principles, concepts, procedures, and techniques of financial accounting necessary for preparation, understanding, and interpretation of accounting information.

3 Credits

#### BA-220 Financial Accounting II

**Prerequisites:** BA-210

Continuation of the topics covered in BA 210.

3 Credits

#### BA-230 Managerial Accounting

**Prerequisites:** BA-220

Analysis, interpretation and use of accounting data for effective managerial planning, control and decision-making.

3 Credits

#### BA-250 Analytical Techniques in Business

**Prerequisites:** BA-200 and BA-210.

Identification and analysis of common business problems using proper quantitative techniques and standard business software.

Fall and Spring and every year. 3 Credits

**BA-300 Organization Theory****Prerequisites:** BA-200

A macro examination of organizations utilizing current research findings based largely upon a systems/contingency framework, designed to improve organizational effectiveness.

3 Credits

**BA-302 Introduction to Entrepreneurship**

Students learn and explore the nature and challenges of entrepreneurship; explore the life cycle of opportunity-launch-growth-fruitage of the venture.

3 Credits

**BA-303 Small Business Management**

This course focuses on essential management skills relating to starting and managing a small business where one or few individuals provide initial financing.

3 Credits

**BA-304 Women Entrepreneurs and Leaders**

Students will focus on the research of women business leaders and the roles they have played in the global economy.

3 Credits

**BA-305 Organizational Behavior****Prerequisites:** BA-200

Study of organizational effectiveness and quality of working life, through individual, organizational, and contextual level theories and practices.

3 Credits

**BA-306 Human Resource Management****Prerequisites:** BA-305

An examination of human resource management including employment laws, recruiting/selection, training/development, and benefits/compensation administration.

3 Credits

**BA-312 Operations Management I****Prerequisites:** BA-200, and MA-150 or EC-207 or EC-150

Applied analysis of operations in service and production systems using quantitative models and calculus, inventory, work measurement, scheduling, quality control.

Fall and Spring and every year. 3 Credits

**BA-316 Financial Management****LASC Categories:** QAC**Prerequisites:** BA-220

Financial analysis, working capital management, and basics of capital budgeting.

3 Credits

**BA-318 Principles of Marketing****Prerequisites:** BA-200, EC-110 and EC-120.

Overview of the full range of activities involved in marketing; develops an understanding of marketing strategy and processes.

3 Credits

**BA-320 Business Law I****Prerequisites:** BA-200

Introduction to legal concepts as applied to the study of contracts, personal property, sales, and the Uniform Commercial Code.

3 Credits

**BA-321 Business Law II****Prerequisites:** BA-320

Continuation of topics covered in BA320. Study of laws of partnerships and corporations.

3 Credits

**BA-327 Ethical Decision Making in Business****Prerequisites:** BA-200, BA-210, and BA-318

This course will identify, discuss, and analyze ethical issues faced by business professionals and discuss approaches for resolving ethical dilemmas.

3 Credits

**BA-350 Business Information Systems and Applications****Prerequisites:** BA-250.

Survey of automated business information systems and microcomputer applications with emphasis on business oriented software.

Fall and Spring and every year. 3 Credits

**BA-351 Managing Ebusiness**

Digitizing new forms of business organizations to create business-to-business partnerships, business-to-consumer relationships, pathways-to-profitability; legal,ethical, social, political and global issues.

3 Credits

**BA-355 Insurance and Risk Management****Prerequisites:** BA-200

This survey course covers the identification and evaluation of risk and techniques for the management of risk. Commercial and personal risks are studied from the points of view of the corporation, the individual, and the insurer. Areas of emphasis include commercial property, business liability, workers compensation, automobile, life, health, disability, and income insurance.

3 Credits

**BA-362 Accounting for Non-Profit Organizations****Prerequisites:** BA-371

Specialized area of accounting for unique requirements for non-profit organizations; includes analysis of budgeting, financial statements and other unique accounting requirements needed by management to assess the controls of a non-profit entity.

3 Credits

**BA-370 Intermediate Accounting I****Prerequisites:** BA-210 and BA-220

Accounting theory, principles, concepts, and procedures applied to balance sheet, and income statement accounts. Presentation and interpretation of financial reports.

3 Credits

**BA-371 Intermediate Accounting II****Prerequisites:** BA-370

Continuation of BA-370.

3 Credits

**BA-372 Advanced Accounting I****Prerequisites:** BA-370

Examines specialized topics in accounting including business combinations, partnerships, foreign currency transactions and translation, IFRS, nonprofit and governmental accounting.

3 Credits

**BA-374 Cost Accounting****Prerequisites:** BA-200, BA-210 and BA-220

Accounting for costs in business enterprises. Emphasis placed on fundamental principles including job order, process, and standard costs.

3 Credits

**BA-375 Federal Income Taxes I****Prerequisites:** BA-370

A study of federal income taxation as applied to individuals.

3 Credits

**BA-376 Auditing****Prerequisites:** BA-370

Basic auditing concepts and developments and their application to the examination, evaluation, and reporting of financial data.

3 Credits

**BA-377 Federal Income Taxes II****Prerequisites:** BA-375

Federal income taxes for corporations and partnerships.

3 Credits

**BA-380 Negotiations****Prerequisites:** BA-200, BA-210, BA-220, BA-305, EC-110, and EC-120

This course focuses on effective negotiations, conflict management, and power and influence in organizational and other settings.

3 Credits

**BA-385 Leadership****Prerequisites:** BA-200 and BA-305

This course focuses on leadership theories, skills and applications. Self-assessment and reflection are important learning components of this course.

3 Credits

**BA-390 Business and Social Research Methods****LASC Categories:** WAC**Prerequisites:** BA-200 and EN-102

An overview of research design approaches and the basic techniques of data collection employed by social scientists conducting empirical research.

3 Credits

**BA-400 Management and Organizational Behavior I****Prerequisites:** BA-305

Study of concepts, theory, research and operational problems of organizational behavior; work groups and intergroup behavior models.

3 Credits

**BA-401 Management and Organizational Behavior II****Prerequisites:** BA-400

Continuation of topics covered in BA 400 with additional theory and case studies; behavioral science/systems approach is taken.

3 Credits

**BA-402 Designing the Business Plan****Prerequisites:** BA-302 or consent of instructor.

Develop a complete business plan, including value propositions, market and product feasibility analyses, and projected financial statements.

Fall only and every year. 3 Credits

**BA-404 Corporate Finance****Prerequisites:** BA-316

Advanced capital budgeting, capital structure, long-term financing decisions, dividend policy, computer modeling, comprehensive financial strategy cases.

3 Credits

**BA-406 Trends in Marketing****Prerequisites:** BA-318

Integrates all aspects of marketing theory through readings, case studies, class projects, individual projects and computer simulation of marketing decisions.

3 Credits

**BA-408 Directed Study: Business Administration**

Directed study offers 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.

3 Credits

**BA-414 Real Estate Investment****Prerequisites:** BA-316

This course covers the fundamental concepts, principles, analytical methods, and tools used in making residential and commercial real estate investment decisions.

3 Credits

**BA-415 Investment Analysis****Prerequisites:** BA-316

Survey of investment vehicles, including stocks, bonds, real estate, commodities, mutual funds, and collectibles. Modern portfolio and valuation theories.

3 Credits

**BA-416 Financial Markets and Institutions****Prerequisites:** BA-316

Study of banks, investment banking, money markets, and the financial service industry as they affect long and short-term financing decisions.

3 Credits

**BA-420 Marketing Research****Prerequisites:** BA-318

Nature and scope of marketing research. Application of scientific methods, sources, and collection of data, reporting and evaluation.

3 Credits

**BA-422 Retailing****Prerequisites:** BA-318

Demand analysis, consumer behavior, planning, and control of the merchandising functions; retailing as a career.

3 Credits

**BA-424 Advertising Management****Prerequisites:** BA-318

Advertising from a planning perspective. Advertising and professional promotion strategies with execution and control activities.

3 Credits

**BA-426 Consumer Behavior****Prerequisites:** BA-318

The analysis of the consumer decision process as it affects marketing management decisions. Major factors of influence in this process will be studied including culture, social class, family, and reference groups.

3 Credits

**BA-428 Business to Business Marketing****Prerequisites:** BA-318

Explores business markets that account for more than half the economic activity globally.

3 Credits

**BA-429 Integrated Marketing Communications****Prerequisites:** BA-318

This course is designed for students who have an interest in increasing their knowledge of the marketing promotional process.

3 Credits

**BA-430 Administrative Practices and Management****Prerequisites:** BA-305

Overview and analysis of human conduct in work-organization settings.

3 Credits

**BA-434 Management and Corporate Responsibility****Prerequisites:** BA-200

The theoretical and practical relationships of corporate conflicts of interest, self-regulation, product liability, employee rights, etc., to management decisions.

3 Credits

**BA-440 International Business and Management****Prerequisites:** BA-316 and BA-318

Study and analyze the nature, structures and strategies of international/global businesses. Examine international markets, economic systems, value-chains and core competencies of a firm.

3 Credits

**BA-450 Health Systems in America**

A course focusing on the administration of institutions in the health area.

3 Credits

**BA-470 Current Issues in Finance and Business Administration****LASC Categories:** WAC**Prerequisites:** Complete Writing II and BA-305 and BA-316 and BA-318

This course provides a foundation in Information literacy related to the functional areas of Business Administration, with a particular focus in finance. The course examines current events in the business world and their applications to Accounting, Finance, Management, Marketing and/or Operations.

3 Credits

**BA-474 Corporate Law****Prerequisites:** BA-320

Corporate powers and corporate management. Designed for future corporate executives and accountants.

3 Credits

**BA-480 The Legal Environment of Business****Prerequisites:** BA-200

The impact of governmental regulation on business and its response will be evaluated by unique debate-type format.

3 Credits

**BA-481 Independent Study in Business Administration****Prerequisites:** BA-200

Independent study in business administration, usually involving field work which is not an internship.

1-6 Credits

**BA-482 Selected Topics in Business Administration****Prerequisites:** BA-305, BA-316, and BA-318

Selection of topics of mutual interest to the student and faculty.

1-6 Credits

**BA-483 Internship in Health Administration**

Practical experience in operations of health administration, internships within cooperative health facilities with on-site supervision and evaluation.

1-6 Credits

**BA-486 Internship in Business Administration****Prerequisites:** BA-305, BA-316, and BA-318

Practical experience in operations of business. Internships within cooperative business firms with on-site supervision and evaluation.

1-12 Credits

**BA-490 Business Strategy and Policy****LASC Categories:** CAP**Prerequisites:** BA-316 and BA-318

Capstone course integrating information provided in the functional areas such as finance, marketing, general management, business legal environment.

3 Credits

**BA-491 Independent Study in Health Administration**

Independent study in health, usually involving field work which is not an internship.

1-6 Credits

**BA-492 Selected Topics in Health Administration**

Selected topics in health administration of mutual interest to the student and faculty.

1-6 Credits

**BA-494 International Marketing****Prerequisites:** EC-120 BA-318

With the rapid and continuous changes in global environment we will examine the complex issues in international marketing faced by today's manager.

3 Credits

**Program Learning Outcomes**

- Graduates have developed a basic foundation in the key functions of business – accounting, economics, finance, international business, management, management information systems, marketing, operations, and statistics.
- Graduates have demonstrated the leadership and business decision-making skills necessary to perform effectively in a professional context.
- Graduates have participated in experiential learning in at least one of the following ways: internships, class projects, simulations, interaction with members of the business community, and/or service leadership.
- Graduates will be able to analyze various problems and create realistic solutions, both individually and as part of teams and groups, using artifacts such as problem and case analysis, integrated modules, and consulting opportunities.
- Using appropriate technologies effectively, graduate will be able to communicate effectively their work orally and/or in written format to a diverse audience both internal and external to an organization.
- Graduates have been aware of globalization and its impacts on people, businesses, and the economy.
- Graduates have developed an understanding of team processes and dynamics and collaborative participation in group projects throughout the curriculum.
- Graduates have worked effectively in teams demonstrating leadership skills, social, collaborative, and interpersonal skills necessary for future professional growth and development.
- Graduates have developed an ethical perspective in legal business practices within domestic and global business environment and are exposed to values issues and application of values to business professions.