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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>CS-120</td>
<td>Microcomputer Applications</td>
<td>3</td>
</tr>
<tr>
<td>EC-110</td>
<td>Introduction to Microeconomics</td>
<td>3</td>
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<tr>
<td>EC-120</td>
<td>Introduction to Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>EN-253</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>MA-150</td>
<td>Statistics I</td>
<td>3</td>
</tr>
<tr>
<td>or EC-150</td>
<td>Statistics</td>
<td></td>
</tr>
<tr>
<td>MA-202</td>
<td>Business Calculus</td>
<td>3-4</td>
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<tr>
<td>or EC-202</td>
<td>Introduction to Mathematical Economics</td>
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</tbody>
</table>

Total Credits: 18-19

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.

- 4Plus1 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

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

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

Paul A. Dubrey, Jr, Assistant Professor (2016), B.S. Assumption College; M.B.A. Nichols College; CPA Commonwealth of Massachusetts; CFE Certified Fraud Examiner

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

Gail Fanning, Visiting Assistant Professor (2019), B.S., University of Wyoming; M.B.A., Clark University

Robert V. Holmes, Assistant Professor (2017), A.S. Northern Essex Community College; B.S. Lesley University; M.B.A. Salem State University; Ph.D. Northeastern University

Tejendra N. Kalia, Professor (2004), B.E. Indian Institute of Technology; M.E. McGill University; M.B.A. Anna Maria College; D.B.A. Nova Southeastern University

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

Joan Mahoney, Professor (2002), B.S., North Adams State College; M.B.A., Western New England College; Ph.D., University at Buffalo (SUNY)

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

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

Michael Shamgochian, Visiting Assistant Professor (2017), B.A., University of Massachusetts Amherst; J.D., Suffolk University

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

Lingling Wang, Assistant 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, BA-220, CS-120 or CS-121, MA-150 or EC-207 or EC-150  
Identification and analysis of common business problems using proper quantitative techniques and standard business software.  
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, CS-120, 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.  
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:** CS-120 and BA-230 or BA-374  
Survey of automated business information systems and microcomputer applications with emphasis on business oriented software.  
3 Credits

BA-351 Managing E-Business  
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