The BUA department strives to prepare students to take their places in society and to thrive in whatever roles they choose. The successful student who completes the Management major will:

- Be able to analyze problems and formulate appropriate solutions;
- Be able to communicate ideas effectively;
- Demonstrate knowledge of the basic content of the functional areas of business (accounting, economics, finance, management, and marketing);
- Be able to apply management concepts to business problems

The department is committed to providing a broadly oriented professional education to prepare students for careers in business, government, and not-for-profit organizations. The Management major contains several required core courses that provide students with a good foundation in the functional areas of business. In addition, the management courses offer sound preparation for students who seek careers in management of people or processes.

A student majoring in Management must have a minor in an area of interest outside the Business Administration and Economics department. If a student wishes to have more than one departmental major, there must be three courses or nine semester hours in each departmental major that are not counted in any other major.

**Major**

(B.S. degree) **Fifty-one hours required.** Forty-two hours in the department of Business Administration and Economics, including BUA125, BUA210, BUA211, BUA326, BUA335, BUA348, BUA330 or 460, BUA367, BUA377, BUA443, and BUA450; ECO221, ECO223, and one of the following: ECO405, ECO420, PSY313, or PSY365; plus 9 allied hours consisting of MAT111, PHI325, and one of the following: MAT107, MAT109, MAT115, or MAT125.

For course descriptions, please see **Business Administration below.**
BUSINESS ADMINISTRATION — (BUA)

Professor Tom Cooper; Associate Professors Scott Takacs (Chair), Deborah B. Madden, Daniel Vazzana and Libby Whitis; Assistant Professor Cathy Buckman; Adjunct Glenn Williams

The BUA department strives to prepare students to take their places in society and to thrive in whatever roles they choose. The successful student who completes the Business Administration major will:

- be able to analyze problems and formulate appropriate solutions;
- be able to communicate ideas effectively; and
- demonstrate knowledge of the basic content of the functional areas of business (accounting, economics, finance, management, and marketing)

The department is committed to providing a broadly oriented professional education to prepare students for careers in business, government, and not-for-profit organizations. The major in Business Administration is built around a large number of required core courses that provide our students the basic skills in the quantitative and qualitative aspects of business administration. The business program provides the students with the basic introduction to the primary functional areas of business and the opportunity to pursue additional advanced study in at least two specific functional areas. A student majoring in a departmental program will be required to maintain a minor in an area of interest outside the department. If a student wishes to have more than one departmental major, there must be three courses or nine semester hours in each major that are not counted in any other major.

For the description of the Accounting major and minor, please see Accounting.

For the description of the Economics major and courses, please see Economics.

For the description of the Finance major, please see Finance.

For description of Healthcare Administration major, see Healthcare Administration.

For the description of the Management major, please see Management.

For the description of the Marketing major, please see Marketing.

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**Major**
(B.S. degree) **Fifty-one hours required.** Forty-two hours in the Department of Business Administration and Economics, including BUA125, 210, 211, 326, 335, 348, and 330 or 460; ECO221 and 223; three hours chosen from BUA363, BUA423, BUA443, or ECO410; and 12 additional upper-level hours in Business Administration and Economics, including at least one course from two of the following areas: Accounting, Economics, Finance, Management, and Marketing; plus nine allied hours consisting of MAT111, PHI325, and one of the following: MAT107, 109, 115, or 125.

**Minor**
**Twenty-one hours required** in Business Administration and Economics, including BUA125, 210 and 211; ECO221 and 223; and two of the following: BUA326, 335, or 348.

Additionally, the Business Administration and Economics Department participates in an interdisciplinary major in the following areas: **Business Administration/ International Business and Culture (B.A. degree)** and **Sports Administration (B.A. degree).**

125. **Introduction to Business with Computer Applications.** (3 hours)
This course is designed to introduce students to computer applications and their uses in the business setting. This will be accomplished through various computer software programs including word processing, spreadsheet, database, and presentation software, as well as the campus network and Internet access. Students will learn to manage and analyze both business and economic data and begin to develop decision making and communication skills applicable in a business setting. Students will develop their computer skills while working through problems that introduce them to some of the models central to the disciplines of business and economics.  

Fall and Spring

127. **Healthcare--It’s Everybody’s Business—The Triple Aim.** (3 hours)
This course is designed to introduce the student to the current turbulent US healthcare environment utilizing several methods of inquiry. Students will explore their own interests in healthcare while examining how leading health care organizations in the US are pursuing “the Triple Aim” of health care change and reform: improving the individual experience of health care, improving the health of populations, and reducing the cost of care to individuals.  

Spring

170. **Topics in Business.** (3 hours)

As needed
210. **Principles of Accounting I.** (3 hours) This is a sequence course. It deals with the accounting policies, procedures, theories, and practices of merchandising and service concerns. Emphasis will be placed on the accounting cycle, balance sheet, income statement, partnerships, and the Generally Accepted Accounting Principles (GAAP). Achieving proficiency in Excel Spreadsheet is a course requirement. Fall and Spring

211. **Principles of Accounting II.** (3 hours) This is a continuation of BUA210. Emphasis will be placed on long-term liabilities and shareholder’s equity, corporations, the statement of cash flows, analysis of financial statements, and managerial and cost accounting for decision making. Prerequisite: BUA210 and proficiency in Excel spreadsheet. Fall and Spring

300. **Accounting/Management Information Systems.** (3 hours) A study of the design of accounting information systems, including flowcharting, understanding specific accounting subsystems, using computerized accounting packages, and studying advanced spreadsheet applications. Prerequisites: BUA211 and proficiency in Excel spreadsheet. Fall

307. **Introduction to Healthcare Administration: Policy, Organization, and Management.** (3 hours) Examines population health with a comprehensive introduction to health services delivery: historical evolution, how the US health system is organized, managed, financed, and evaluated. Additional emphasis is on health policy, fundamentals of epidemiology, and health behavior. Fall

310. **Intermediate Accounting I.** (3 hours) Review of the basic financial accounting process, the income statement, and the balance sheet. Topics covered in depth include accounting applications of time value of money and accounting for current assets, property, plant and equipment, and intangible assets. Prerequisite: BUA211. Fall

311. **Intermediate Accounting II.** (3 hours) Continuation of BUA310, including a study of current liabilities, accounting for long-term debt, stockholder equity, retained earnings, investments, revenue recognition, earnings per share, error analysis, and statement of cash flows. Prerequisite: BUA310. Spring

318. **Cost Accounting.** (3 hours) Business cost accounting, special records and cost statistics and application to particular business organizations. Prerequisites: BUA211, MAT125 or 109, and MAT111. Spring

326. **Contemporary Marketing.** (3 hours) Current techniques of marketing including e-commerce; addresses fundamental problems in producing, pricing, distributing and purchasing a product. Prerequisites:
330. **Business Law.** (3 hours) Principles of contracts, negotiable instruments, sales, bailments, real property, and personal property. Prerequisite: Junior standing.

333. **Sports Marketing.** (3 hours) This course examines the marketing of sports. Students will develop an understanding of price and revenue models for sports businesses and product, distribution, and promotional issues in sports. Ongoing and current issues in sports marketing will be discussed. Prerequisites: BUA211 and ECO221 or 223.

Principles of Finance. (3 hours) A study of the financial evaluation of interest, the time value of money, valuation of stocks and bonds, risk and return analysis, balance sheet analysis, and capital budgeting techniques. Prerequisites: BUA211, MAT111, and ECO221.

335. **Quantitative Business Methods.** (3 hours) Quantitative analysis in support of managerial decision making, the modeling process, linear programming, simulation, decision theory, regression models, Q-Theory, and PERT. Prerequisites: MAT109 or 125, MAT111, BUA211, and ECO223.

338. **Consumer Behavior.** (3 hours) This course examines the behavior of buyers in the marketplace. Topics will include consumer psychology and theories of consumer behavior, the history of consumer behavior, and current issues in consumer behavior. Prerequisite: BUA326.

340. **Corporate Finance.** (3 hours) Study of corporations, corporate combinations, and how they are financed. Particular emphasis given to major functions of departments, issuance of securities, managing corporate income, and taxation of corporations. Prerequisite: BUA335.

342. **Investments.** (3 hours) Investigation of various investments. Primary emphasis on financial assets such as stocks, bonds, real estate, and insurance. Study of financial markets. Prerequisite: BUA335.

346. **Marketing Research.** (3 hours) A study of the applications of research in marketing decisions. Provides students with knowledge of marketing data and its use in decision making. Prerequisites: BUA326 and MAT111.

348. **Principles of Management.** (3 hours) This course surveys fundamental management principles and explores their applications in specific business situations. The principles include all four dimensions of management: planning, organizing, leading, and controlling. Prerequisites:
351. **Insurance and Risk Management.** (3 hours) An introduction to risk management principles and an examination of the role of private insurance and social insurance in the reduction of uncertainty. Emphasis will be on the risk management process and the concept of Enterprise Risk Management, insurance as a mechanism for negotiating risky outcomes, personal and commercial insurance options, and the types of social insurance available in society today. Prerequisite: BUA335. As needed

353. **International Business Operations.** (3 hours) A comprehensive course covering the internal and external environmental forces and their influence in all of the functional areas of the international firm. Topics include finance, management, marketing, production, and the multinational’s ethical responsibility to the host country. Also considered are cultural, political, and legal constraints which affect international business operations. Prerequisites: ECO221, ECO223, and BUA211. As needed

355. **Retail and Industrial Marketing.** (3 hours) A survey of the retail function as it applies to marketing theory. Examination of methods of interpreting consumer demand, overview of the buying, store management, and operation functions. Familiarizes students with product development. Emphasis on differentiating industrial buyer decision processes, exploring industrial buyer behavior, and managing the overall marketing program for the industrial product’s firm. Prerequisite: BUA326. Even Falls

363. **International Finance.** (3 hours) Financing corporate enterprise in a world business environment. Examines the theory of international financial adjustments, the functions of financial institutions, and the financing of trade. Evaluating foreign exchange markets, management of currency exposure, estimating country debt-servicing capacity and external debt financing problems. Prerequisite: BUA335. Even Springs

367. **Human Resource Management.** (3 hours) Process and practices in human resource management including law, manpower planning, employee selection, development, motivation, performance, appraisal, compensation, and union relations. Instructional method provides for case method, laboratory exercises and small group discussion. Prerequisite: BUA348. Even Springs

377. **Organizational Behavior.** (3 hours) The study of individual and group behavior in organizations. Identification and application of behavioral science research theories and methods. Motivation, interpersonal and intergroup relations, communications, group dynamics, norms, leadership, power, conflict, values, task characteristics, formal
managerial controls, and the process of organizational decision making. Prerequisite: BUA348.

**407. Healthcare Systems: US Health Care Delivery System.** (3 hours) A detailed study of all sectors the US healthcare system: structure, finance, technology, organization. Recent changes in health care structure and delivery will be explored with an introduction to healthcare quality and cost factors. Prerequisites: BUA307, ECO221, and ECO223.

**Fall**

**413. Principles of Auditing.** (3 hours) A study of the generally accepted auditing standards and their application by auditors. Prerequisites: BUA300 and 311.

**Spring**

**415. Income Tax Accounting.** (3 hours) Federal income tax laws relating to both personal and corporate income; preparation and filing of returns. Prerequisite: BUA310.

**Fall**

**423. International Marketing.** (3 hours) Environmental factors affecting world marketing management. Methods applied to estimate market potential and to select pricing and distribution strategies, communications to serve foreign markets, methods to serve the markets, management of marketing functions, and financing analyzed via case studies. Prerequisites: either BUA326 or IBC319.

**Odd Falls**

**440. Independent Study.** (1-3 hours)

**Fall and Spring**

**443. International Management.** (3 hours) The principles and special problems of management in an international context, dealing with both the parent company and the foreign affiliates. Emphasis on differences between domestic vs. international business situations in administration, marketing, finance, production, and personnel. Prerequisites: BUA348

**Odd Springs**

**450. Business Policy and Strategic Planning.** (3 hours) Examination of the business enterprise as a total system in a total environment. Analysis and evaluation of the problems, opportunities, and ethical responsibilities which face a chief executive. Emphasis on formulation and implementation of various strategies. Extensive use of case problem analysis. Prerequisites: BUA335, and either BUA326 and BUA348 or IBC319 and BUA423; this course should be taken as the capstone (last course) in the student’s program of study.

**Fall and Spring**

**452. Financial Analysis and Valuation.** (3 hours) Financial Statement Analysis is a key technique used throughout the financial services industry. This course is a study of the tools and techniques used for the
determination of the intrinsic value of a public corporation. Particular emphasis in the course will be given to: financial reporting mechanics and standards, assessing past and future financial performance, long-lived assets and long-term liabilities, and the assessment of financial reporting quality. Prerequisites: BUA 335 and BUA 342. Spring

454. Marketing Strategy. (3 hours) Developing marketing strategy as it relates to the total business environment. Analysis and evaluation of the problems, opportunities, and ethical challenges that marketing strategists face. Emphasis is on formulating strategies through case analysis. Prerequisites: BUA326, BUA348, BUA423, and senior standing. Spring

457. Value Based Healthcare Administration--Linking Finance and Quality (Capstone). (3 hours) An in-depth examination of the Healthcare Enterprise linking finance to quality of care. Analysis and evaluation of the problems, opportunities, and ethical responsibilities which face a chief executive. Emphasis is placed on formulation and implementation of value-based care. Prerequisite: BUA407. Spring

460. Internship. (1-6 hours) As needed

470. Special Topics in Business. (3 hours) As needed