

BUSINESS ADMINISTRATION (BA)

BA 101 Introduction to Business (GI) (3 credits)

This course introduces students to the American private enterprise system and the forms of businesses that operate within it. Students study the role of business in American society, international business activity, the impact of ethics and social responsibility on business, entrepreneurship and small business, and emerging trends in technology, organization, and management. Topics covered include economics, management, marketing, accounting, and financial management.

BA 103 Public Relations (3 credits)

Students explore the basic concepts of public relations and its relationship to mass communication media and advertising. Students have the opportunity to acquire the basic skills necessary to conduct public relations projects. Offered only in the spring semester.

BA 104 Advertising and Sales Promotion (3 credits)

Students study the importance of advertising and sales promotion to both consumers and industry. The choice of media and creative strategy as it relates to the consumer and product/service is discussed. Also included is the role of research in the development of the advertising message. Students examine how to judge what and how well an ad communicates to consumers. Only offered in the fall semester.

BA 105 Professional Selling (3 credits)

Students study the principles upon which successful selling is based. Topics covered: sales in our economy, opportunities in selling, analysis of buyer motives and product selection, the sales process and ethics in selling. Only offered in the fall semester.

BA 106 Principles of Retailing (3 credits)

This course takes a middle management approach, with emphasis in six major areas: (1) the retail environment and the consumer; (2) human resource management; (3) retail institutions; (4) researching the location; (5) merchandising mix; and (6) retail promotion.

BA 107 Principles of Supervision (3 credits)

This course offers insight into effective management for first-time supervisors or those who will hold supervisory positions. The course identifies the needs and realities of the supervisor's working world and deals with such responsibilities as work planning, interviewing, selecting, training, motivating, developing and appraising employees. Emphasis is placed on providing specific guidance for tasks generally assigned to supervisors. Only offered in the spring semester.

BA 108 Human Resource Management (3 credits)

This course includes a survey of personnel procedures, employee management relations, collective bargaining, grievance procedures, wage and salary administration, manpower development, human relations and organizational development.

BA 109 Principles of Management (3 credits)

This introductory management course enables students to identify and describe the major functions of management which include planning, organizing, leading and controlling. Students participate in individual and group activities providing practice in exercising these functions. Attention also focuses on the ideas, thoughts and theories of major contributors to the field of management such as Drucker, Maslow, Herzberg, McGregor and McClelland.

Prerequisite(s): BA 101

BA 110 Introduction to Entrepreneurship (3 credits)

This course introduces students to the process of creating, identifying, evaluating and financing an entrepreneurial venture. Students gain insight into the characteristics, attitudes, habits, and behaviors of successful entrepreneurs. Students learn to craft an idea, good or service into a marketable product.

BA 111 Purchasing and Materials Management (3 credits)

This course looks at the role of purchasing in industry and government with topics including organization, personnel selections, pricing, negotiation and quality assurance. The student learns the process of inventory management, value engineering, make-or-buy, traffic management and purchasing of capital equipment. Ethical decision making, policy and procedures in the purchasing industry, legal aspects, and computer-based inventory systems are an integral part of this course.

BA 112 Business Innovation Economics (3 credits)

This course is designed to enable teams of students to successfully complete the facets of technology transfer. Students will be able to proceed through the phases of technology transfer to include identifying, assessing, marketing, and determining licensing opportunities of innovations. Students will examine technology overviews prepared by participating research labs and select one invention to take through the technology transfer cycle.

BA 113 Introduction to Casino Management (3 credits)

This course provides a basic introduction to careers in the field of casino management. The course provides students with detailed information about the gaming industry and the socio-economic impact of gaming in the United States. The course includes material that will develop student awareness of problem gambling, its impact, treatment and the gaming industry's responsible gaming programs.

BA 115 Employee Relations (3 credits)

This course enables students to identify regulations, practices, and policies in the field of human resources, with particular emphasis on federal human resources management. Students examine Equal Employment Opportunity laws, position management principles, position descriptions, employee benefits, labor/management relations, the Fair Labor Standards Act, and performance management. Only offered in the spring semester.

BA 116 Employee Training and Development (3 credits)

This course enables students to learn a systematic approach to improving individual and organizational performance. Students study position management in succession planning to support a high-performing organization. Special emphasis is placed upon the importance of employee training and development in the federal government. Only offered in the spring semester.

BA 117 Strategic Human Capital Management (3 credits)

This introductory course enables students to acquire a foundation in strategic human capital management concepts, principles, and best practices, with particular emphasis on federal human capital management. Students develop skills and use metrics to align human resources goals, budgets, and outcomes with departmental missions. Only offered in the fall semester.

BA 140 Introduction to Leadership (GI) (3 credits)

This course is designed to provide students the opportunity to explore leadership through multiple modes of inquiry and learning experiences. Students identify and develop leadership skills and philosophies through study, observation, and application. Students are encouraged to make real-world connections and apply their leadership theory to their own leadership experience and leadership goals. This course integrates readings, experiential exercises, films, and contemporary readings on leadership. Three lecture hours per week.

BA 145 Farm and Agribusiness Management (3 credits)

This course introduces students to principles of effective farm and agribusiness management. Students examine the evolution of agriculture and agribusiness, learn application of business management tools, and analyze agribusiness management problems through case studies. Study includes the specific challenges facing farm and agribusiness managers, such as changes in weather conditions or government policies.

BA 203 Principles of Marketing (3 credits)

Students are introduced to fundamental marketing concepts and techniques related to product, pricing, distribution and promotional strategy. Students explore trends in the marketplace and identify opportunities for creating value for customers through marketing strategy.

BA 205 Business Law (3 credits)

This course focuses on a study of the Uniform Commercial Code as it applies to negotiable instruments and secured transactions. The course emphasizes agency, business organizations, and employment law. It examines creditors' rights, bankruptcy, property law (real and personal), and estates.

BA 206 Entrepreneurship and Small Business (3 credits)

This course is designed for those who want to go into business for themselves and for those already in business for themselves who wish to strengthen their entrepreneurial and management skills. In this course, students receive an overview of entrepreneurship followed by a comprehensive study of the steps of managing a new small business venture. Course includes 45 lecture hours per semester. Only offered in the spring semester.

BA 208 Retail Merchandising (3 credits)

This course is designed to give students interested in becoming a buyer or merchandise manager the background and knowledge necessary to profitably buy merchandise. Emphasis is on the techniques and internal planning that take place within a retail organization in order to present merchandise to the customer. The course is given from the buyer's point of view with the accent on exercises that reflect real-life situations.

Prerequisite(s): BA 106

BA 209 Agricultural Marketing (3 credits)

This course analyzes the agricultural marketing system from several perspectives. Students learn about the marketing process, food markets, international markets, pricing, food quality grading standards, and regulations in the food industry. The course addresses issues impacting commodity marketing in areas such as livestock, dairy, poultry, grain, cotton, textile, tobacco, fruits, and vegetables.

Prerequisite(s): BA 101

BA 210 Business Computer Applications (3 credits)

This course introduces the student to the uses of the PC for analysis, critical thinking, problem solving, electronic data management and for the reporting/presentation of results. Business, accounting, and financial problems and application are emphasized. Students develop competence with word processor, data base, spreadsheet, charting, graphics and communication tools in a visually-oriented computing environment. Integration of the tools or packages is emphasized. Course fee.

BA 212 Internet Research (1 credit)

This course provides the novice, as well as the experienced microcomputer user, with a working knowledge of the World Wide Web to do research and tap an abundance of resources available on the Internet. Course fee.

BA 225 Project Management (3 credits)

This course addresses the basic nature of successful project management. Emphasis is placed on project planning, Work Breakdown Structures, time and resource management, and cost estimation in industries such as public administration, business, engineering, manufacturing, health care, construction, and information systems.

Prerequisite(s): (MATH 023) or (MATH 026) or (Accuplacer College Math with a score of 045) or (PARCC Algebra II with a score of 750)

BA 242 Introduction to International Business (3 credits)

In this introductory course in international business, the student acquires an overview of current international business patterns, different social systems within countries as they affect trade, and the major theories which explain how trade develops. The student is also introduced to material about how institutions, countries and individual corporate strategy are affected by trade patterns.

Prerequisite(s): BA 101

BA 244 Principles of Quality Improvement (3 credits)

This course introduces the basic principles and techniques of quality improvement. It provides the basic concepts, terminology and history of quality improvement and management, with emphasis on relevant costs and benefits of quality improvements, and organization policies and procedures as they relate to quality enhancement.

Prerequisite(s): BA 101

BA 245 Contemporary Issues in Business (3 credits)

Contemporary Issues in Business is the capstone course for students completing a business management certificate. This course integrates the principles of business management that students have acquired within their specific certificate concentration. Students complete research, projects, and a portfolio to demonstrate their business competencies. COURSE NOTE: Eligibility for this course requires twelve (12) credit hours in BA and/or OS courses. Course fee.

BA 246 Legal Environment of Business (3 credits)

The student is introduced to the legal environment in which businesses operate. The course covers sources of law and the application of law to business. Areas examined include business crimes, contracts (under common law and the Uniform Commercial Code), sales, torts (including product liability), administrative, antitrust, environmental, and consumer protection laws.

BA 263 Special Topics (3 credits)

Special topics courses are developed to explore emerging issues or specialized content not represented in the main curriculum. Not all courses are offered each semester. See the schedule of classes for availability.

BA 271 Cooperative Education I: Business Administration (1 credit)

Cooperative Education experiences are work-based learning experiences with an employer for a specific period of time. The experience may be paid and must be related to the career and specific curriculum in which the student is enrolled. It is an opportunity for the student to supplement/integrate classroom learning with learning from a related work setting. A student registers for one to four credits of Cooperative Education in the curriculum in which he/she is enrolled. Students must have completed 12 credits prior to co-op, and have a GPA of 2.0 or higher. Please see the Coordinator for Career Services in Advising, Career & Transfer Services for approval.

BA 272 Cooperative Education II: Business Administration (2 credits)

Cooperative Education experiences are work-based learning experiences with an employer for a specific period of time. The experience may be paid and must be related to the career and specific curriculum in which the student is enrolled. It is an opportunity for the student to supplement/integrate classroom learning with learning from a related work setting. A student registers for one to four credits of Cooperative Education in the curriculum in which he/she is enrolled. Students must have completed 12 credits prior to co-op, and have a GPA of 2.0 or higher. Please see the Coordinator for Career Services in Advising, Career & Transfer Services for approval.

BA 273 Cooperative Education III: Business Administration (3 credits)

Cooperative Education experiences are work-based learning experiences with an employer for a specific period of time. The experience may be paid and must be related to the career and specific curriculum in which the student is enrolled. It is an opportunity for the student to supplement/integrate classroom learning with learning from a related work setting. A student registers for one to four credits of Cooperative Education in the curriculum in which he/she is enrolled. Students must have completed 12 credits prior to co-op, and have a GPA of 2.0 or higher. Please see the Coordinator for Career Services in Advising, Career & Transfer Services for approval.

BA 274 Cooperative Education IV: Business Administration (4 credits)

Cooperative Education experiences are work-based learning experiences with an employer for a specific period of time. The experience may be paid and must be related to the career and specific curriculum in which the student is enrolled. It is an opportunity for the student to supplement/integrate classroom learning with learning from a related work setting. A student registers for one to four credits of Cooperative Education in the curriculum in which he/she is enrolled. Students must have completed 12 credits prior to co-op, and have a GPA of 2.0 or higher. Please see the Coordinator for Career Services in Advising, Career & Transfer Services for approval.