

# Business Administration

## LOWER DIVISION

**BA 110. Introduction to Business** (3). Business as a social institution operating in an ever-changing environment. Broad descriptions of the various disciplines involved in business activity: accounting, finance, management, marketing, production, human resources, and business information.

**BA 180. Topics in Business** (1-4) Introductory level content. [CR/NC. Rep up to 4 units.]

**BA 210. Legal Environment of Business** (4) **FS**. Judicial system, constitution, administrative agencies, torts, crimes, creation and performance of contracts, sales, consumer protection, commercial paper, and business ethics. Law case studies.

**BA 220. Leadership in Theory & Practice** (3) Provides exposure to the theory and practice of leadership. Components include personal assessment and self assessment; covers topics from leadership research to motivation, empowerment, and designing organizations for change.

**BA 250. Financial Accounting** (4) **FS**. First course in accounting. Measurement and reporting principles used in US to prepare financial reports for investors/creditors. Computer applications demonstrate design of accounting information systems. [Prereq: math code 30 (ELMT 480). Weekly: 4 hrs contact via lect, activ, telecommunication.]

**BA 252. Management Accounting** (4) **FS**. Second accounting course. Analysis to support management decisions. Cost terminology; product/service cost accounting systems design; budgeting; planning; and control. Computer applications. [Prereq: BA 250. Weekly: 4 hrs contact via lect, activ, telecommunication.]

**BA 260. Personal Finance** (3) To help students become financially responsible individuals who could make informed spending, saving, and investment decisions in a complex economic environment. Topics include financial planning; money, risk, and investment management; and life cycle plans.

## UPPER DIVISION

**BA 310. Business Law** (4) **S**. Agencies, administrative regulations, partnerships, corporations, security regulations, labor and employment, antitrust, property, insurance, international, professional liability. Law case studies. [Prereq: BA 210 or IA.]

**BA 332. Intermediate Business Statistics** (4) **F**. Multiple regression. General linear hypothesis and ANOVA. Regression and autoregression of time-series data plus other forecasting models. Statistical quality control. Research planning and analysis. Computer applications. [Prereq: STAT 108.]

**BA 340. Principles of Marketing** (4) **FS**. Domestic and international institutions, concepts, and management processes in marketing. Marketing research. Simulations, cases, exercises.

Computer applications. [Prereq: BA 250, ECON 210, STAT 108, or equivalent.]

**BA 345. Marketing Essentials** (3) **FS**. Familiarization with domestic marketing institutions and systems; parallels with foreign institutions and systems. Not open to business administration majors.

**BA 355. Essentials of Financial & Management Accounting** (3) **F**. Introductory accounting, focusing on key topics from BA 250, 252. Does not fulfill requirements for undergrad business majors. Credit cannot be earned for both BA 250 and 355. [Prereq: math code 30 (ELMT 480).]

**BA 360. Principles of Finance** (4) **FS**. Basic skills for analyzing financial data. Time value of money; techniques and ratios commonly used in financial analysis. [Prereq: BA 252, STAT 108, or equivalent.]

**BA 365. Finance Essentials** (3) **S**. How companies are financed: concepts and tools of financial analysis, the nature of financial decisions, and alternative sources of financing. Not open to business administration majors. [Prereq: math code 40 (ELMT 550) and BA 355.]

**BA 370. Principles of Management** (4) **FS**. Theory, behavior, production and operations, and interpersonal communication in organizations: large or small, profit or nonprofit, domestic or international. [Prereq: ECON 210, STAT 108, or equivalent.]

**BA 375. Management Essentials** (3) **FS**. Combines elements of BA 370, 412, 470. Not open to business majors.

**BA 378. Small Business Management** (3) **S**. Planning, start up, sources of capital, location, form, budgeting, record keeping, marketing, management.

**BA 380. Business Plan Development** (3) **F**. The study of entrepreneurial strategy and implementation, culminating in the preparation of a comprehensive business plan. [Prereq: BA 378.]

**BA 401. Advanced Sustainable Management Applications** (4) **S**. Experiential learning opportunities for students to apply sustainable business practices in classroom and fieldwork settings. [Prereq: BA 340 and 370 with C- or better.]

**BA 410. International Business** (4) **F**. Global geopolitical, economic, and social environments and their interrelationships with all phases of business. Cases and projects. [Prereq: BA 370. DCG-n.]

**BA 412. Social Environment of Business** (4) **FS**. Problems arising from interface of business and government, business ethics, government regulation, and international business. Senior seminar. [Prereq: BA 340, 360, and 370, or equivalent.]

**BA 414. Strategic Management** (4) **FS**. Capstone course integrating all business core courses into design of strategic business plans. Domestic/international cases. Simulations and projects. Micro/mainframe computer applications. [Prereq: BA 340, 360, 370; business administration majors only; completion of all other business core courses. Weekly: 3 hrs lect, 1 hr activ.]

**BA 415. International Business Essentials** (3) **F**. Social, economic, and political environment of international firms. Emerging global economy; country differences; crossborder trade and investment; global money system; international business operation. *Not open to business administration majors.* [DCG-n.]

**BA 417. Small Business Consulting** (3). Complete a consulting project with local business under supervision of Small Business Institute director. Class meeting, field work each week. Seniors and grad students only. [Prereq: [business majors] BA 340, 360, 370, or equivalent; [other majors] consent of SBI director.]

**BA 419. Intercollegiate Simulation Competition** (1) For students selected to represent HSU in intercollegiate simulation competition. [CR/NC. Prereq: IA.]

**BA 444. International Marketing** (4) **F**. Characteristics/potentials of foreign markets and marketing systems. Different cultures' effects on consumers in those markets. [Prereq: BA 340 or equivalent or IA.]

**BA 445. Marketing Communications** (4) **F**. Comprehensive examination of marketing communications activity and its environment; topics discussed include targeting, positioning, objectives setting, budgeting, sales promotion, personal selling, advertising, and public relations. [Prereq: BA 340 or equivalent.]

**BA 446. Marketing Research** (4) **S**. Study and application of primary and secondary marketing research through group work or local organizations. Activities include survey design and execution, data entry and analysis, report preparation and presentation. [Prereq: BA 340, STAT 108, or equivalent.]

**BA 448. Consumer Behavior** (4) **S**. Study of how organizations design and modify marketing strategies by understanding changing consumer lifestyles and attitudes in a multicultural world, and the resulting consumer behaviors in the global marketplace. [Prereq: BA 340 with C- or higher.]

**BA 450. Intermediate Financial Accounting I** (4) **F**. This course helps students develop knowledge of accounting concepts, standards, and procedures by examining complex issues related to the measurement and reporting of income, current assets, and current liabilities. [Prereq: BA 252 or equivalent.]

**BA 451. Intermediate Financial Accounting II** (4) **S**. Financial accounting theory, regulations, and practice for valuing and reporting liabilities, equity, and cashflows. Includes coverage of current, special topics relevant to financial accounting. [Prereq: BA 450.]

**BA 452. Cost Accounting, Planning, & Control** (4) **S**. Design cost accounting and cost management systems. Traditional costing, activity-based costing, cost of quality, environmental cost accounting. Extensive Web-based research. [Prereq: BA 252 or equivalent.]

**BA 453. Tax Accounting** (4) F. Introduction to the U.S. federal income tax system. Topics include: history, logic, regulations, and/or reporting schedules. Preparation of individual returns. Primarily for Accounting Option majors. [Prereq: BA 252—lower division business core.]

**BA 454. Financial Statement Auditing** (4) S. Introduction to the U.S. auditing standards and procedures applicable to an organization's financial statements and financial accounting system. Primarily for Accounting Option majors. [Prereq: BA 252—lower division business core.]

**BA 460. Investment Management** (4) F. Traditional and modern approaches. Sources/uses of information, alternative investment instruments, capital markets. Valuation of securities and portfolios under risk through technical/fundamental analyses and portfolio-statistical models. [Prereq: BA 360.]

**BA 462. Problems in Financial Management** (4) S. Apply principles and techniques to financial decision making and policy formulation. Case study/analytical approach. Short-term asset management, financial forecasting, capital expenditure, and capital structure policies. [Prereq: BA 360.]

**BA 464. International Business Finance** (4) S. Specific finance problems encountered in a corporation with substantial international involvement. International equivalent of a corporate finance course, in contrast to a course that deals with international financial markets. [Prereq: BA 360.]

**BA 468. Capital Budgeting** (4) F. Analyze investment decisions of a firm under risk and uncertainty. Apply case study/analytical approach to development and management of capital needs, evaluation, and ranking of investment projects. [Prereq: BA 360.]

**BA 470. Management Theory** (4) F. How generic management process applies to all types of organizations (profit, not-for-profit, manufacturing, service, corporate, single proprietorships, large, small) and all business disciplines (marketing managers, finance managers, accounting managers). [Prereq: BA 370.]

**BA 472. Change Management** (4) F. Problem solving/systems theory integrated with organizational change models. Frameworks for developing coherent solutions to problems organizations increasingly face. Case studies apply theories to realistic problems. [Prereq: BA 370, STAT 108, or equivalent.]

**BA 474. Advanced Management Topics** (4). National and international topics in various fields. Senior seminar. [Prereq: BA 370 or equivalent.]

**BA 475. International Management** (4) S. The course will focus on cultural factors that affect behavior in the workplace. It also develops and examines the necessary managerial skills for directing and improving organizational performance internationally. [Prereq: BA 370.]

**BA 480. Selected Topics in Business** (1-4) FS. Topics of current or historic interest. Rep with different topics.

**BA 482. Internship** (1-4) FS. Supervised experience in business, governmental, or service agencies. Match theory with practice. Weekly conferences and final report. [CR/NC. Prereq: senior business or economics major; IA. Weekly: 3 hrs per credit unit.]

**BA 499. Directed Study** (1-4) FS. Research work. Open to advanced students with DA.

## GRADUATE

*All MBA courses require a minimum GMAT score of 450.*

**MBA 600. International Economics** (4) F. A survey of topics in international economics to help students understand the international economic environment. Students learn to analyze issues having international dimensions. [Prereq: ECON 104.]

**MBA 610. Data Acquisition/Analysis/Presentation** (4) F. Appropriate data gathering techniques; advanced statistical techniques for analysis; presenting statistical findings. [Prereq: STAT 108 or equivalent.]

**MBA 620. Managerial Accounting** (4) F. Use accounting information and analysis to support management decisions. External vs. internal reporting, profit planning, cost measurement and management, budgeting, performance evaluation. [Prereq: BA 355.]

**MBA 630. Managerial Marketing** (4) S. Strategy and planning applied to marketing problems. Case studies, individual research, reports, discussions. [Prereq: BA 345.]

**MBA 640. Managerial Finance** (4) S. Research and analyze several viewpoints on financial management. Contemporary theoretical and institutional developments in finance; their implications for decision making and policy formation. [Prereq: BA 365.]

**MBA 650. Management Theory** (4) S. Strategies for studying organizations. Behavioral research, theory, and business examples dealing with organization structure, goal formation, human and social factors, communication, and control. [Prereq: BA 375.]

**MBA 675. Social Environment/Ethics** (4) Su. Apply philosophical and ethical models/theories to interactions between business and society. [Prereq: MBA 600, 610, 620, 630, 640, 650, 670.]

**MBA 679. Policy/Strategy** (3) Su. Synthesize management, marketing, finance, production, and other functions into unified strategies for organizations (local, national, international). [Prereq: MBA 600, 610, 620, 630, 640, 650, 670. Coreq: MBA 692.]

**MBA 680. Selected Topics in Business Administration** (1-4). Open to grad students with IA.

**MBA 692. Master's Degree Project** (1-3) Su. Apply principles of business administration and economics to analysis, evaluation, and strategic management of organizations. Coreq: MBA 679

**MBA 699. Independent Study** (1-4). Research work. Open to grad students with consent of MBA director.