

Business Management

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Departmental Mission Statement: The business management program prepares students for socially responsible business leadership in careers and volunteer settings. The traditional liberal arts, combined with service learning, internship, and small group and community interactions produce creative, globally aware, articulate and ethical managers.

Communicating Plus - Business Management: Students completing a major in business management develop skills in the four Communicating Plus areas — written communication, oral communication, critical thinking and problem solving — in required and elective course work in the discipline. The Communicating Plus Student Learning Goals are laced through all of the core courses and elective courses in economics and business. Since the business management program is an interdisciplinary program, students are exposed to the communication techniques, analytic tools, and modes of thinking of other fields of study. The senior seminar in business management provides students with an opportunity to integrate the skills they have developed throughout their course work in the completion of a project that requires research, data analysis, critical thinking, and oral and written presentations of information and ideas.

Requirements for a major in business management: MTH 120, or PSC 211 and 212; MTH 143, 201 or another mathematics course approved by the major advisor (students interested in graduate school are advised to take calculus); BSA 131, ECO 211, 212 and 350; PHL 202, 241, or 245; ECO 313 (same as BSA 313); BSA 452. Individual focus (electives): Completion of an integrated set of at least four courses from at least two departments totaling at least 12 credits.

- No more than one of these courses may be at the 100 level, and no more than two may be at the 200 level or below
- No more than four credits of these courses may be from courses listed in business management, and no more than four credits of these courses may be from economics.
- At least three of these courses must be taken after declaration of the major and approval by the program director or other business management advisor of a proposal written by the student. The proposal explains how the courses selected serve the student's business study goals and form a cohesive whole.
- An appropriate semester of off-campus study may be counted as one of these courses (four credits).
- Internships in areas of interest may be included, if the student's internship proposal is approved by a supervising faculty member, and they are strongly encouraged.

Foreign language study is also encouraged. In consultation with their advisor, students may choose their elective courses from any discipline. Students who want to focus on a specific area of business (i.e. marketing, entrepreneurship, human resources, etc.) may choose courses appropriate for their interests. Students with more than one major may incorporate their interests in other disciplines into their business major.

Suggested course sequence for a major in business management: (Courses listed as, for example, First Year Requirements, need not be taken in the first year. Rather, the listing means that they are suitable for first-year students. Many other courses could be considered as electives.)

First Year: BSA 131; MTH 120; MTH 143 (required); PSC 110; CMM 115; SOC 110 (electives)

Second Year: ECO 211 and 212 (required); BSA 208 or 222; PHL 202; PSC 225; CMM 223 (electives)

Third Year: ECO/BSA 313; ECO 350 (required); BSA 309, 310, 315, 325, 330, or 345; ECO 354 or 311; CMM 352, PSC 313 (electives)

Fourth Year: BSA 452 (required); ECO 412 (same as BSA 412); BSA 413, ECO 471 (electives); other electives chosen for the individual focus.

Requirements for a minor in business management: Twenty credits. ECO 211 and 212 and three additional business management courses. At least two of the courses must be numbered 300 or above. The following courses may be substituted for one of the 100 or 200-level business management courses: PHL 202, PSC 225, or CMM 223. Up to four credits of internship earned during the ACM Business and Society Program could also be used for this minor.

Requirements for an minor in entrepreneurship: Twenty credits. ECO 211 and 212, BSA 413, and eight credits from any of the following: PHL 202; PSC 110; CMM 115; CMM 223; BSA 208; BSA 308; BSA 315; or BSA 345. Up to four credits of internship earned during the ACM Business and Society Program could also be used for this minor.

Requirements for a minor in nonprofit management: Twenty credits. ECO 211 and 212, BSA 310, and eight credits from the following: PHL 202; PSC 110; SOC 110 or SOC 115; CMM 115; CMM 223; BSA 208; BSA 309; BSA 315 or BSA 325. Up to four credits of internship earned during the ACM Urban Studies Program could also be used for this minor.

131. Financial Accounting with Spreadsheet Applications

Keuler

Four credits.

This course introduces students to the accounting principles and requirements for measurement, recording and reporting of business transactions encompassed in the accounting cycles for enterprises in service and merchandising industries. The course emphasizes business terminology used in developing financial information for analytical and decision-making for sole proprietorships and corporations through presentation in Excel worksheet applications; as well as focusing on the interrelationships of component items on business financial statement. Open to first-year students.

208. Introduction to Marketing

Staff

Four credits.

An introduction to the study of marketing in business and other organizations. Topics include: the marketing environment, marketing strategies and decision-making, marketing ethics. *Prerequisites:* MTH 120 and ECO 212

222. Managerial Accounting with Spreadsheet Applications

Keuler

Four credits.

This course focuses on the accounting concepts utilized by decision-makers in planning, implementing and monitoring operations in various management and business environments. The course broadens the student's understanding of the statement of cash flows and financial statement analysis. Students are introduced to job costing and process costing of manufacturing enterprises. The course includes the use of Excel spreadsheets to explore the concepts of differential analysis, capital investment analysis and activity-based costing. *Prerequisite:* BSA 131. *Prerequisite or corequisite:* ECO 212.

225. Human Resource Management

Staff

Four credits.

Examines research and practices applied to employee selection, performance and evaluation. Related topics included are: applied research designs and methods, institutional research, job analysis, stress management, employee assistance programs, compensation, motivation, morale, and job satisfaction. *Prerequisite: PSC 110.*

300. Departmental Studies

Staff

Variable credit course, 1-4 credits.

Special subjects in business management not covered by regular courses. This course may be repeated for credit when topics change. May count toward the global and cultural studies requirement; refer to the Academic Policies: Global and Cultural Studies Requirement section for more information. *Prerequisite: consent of the instructor.*

309. Social Entrepreneurship and Innovation

Staff

Four credits.

Social entrepreneurship may be defined as creating successful organizations for stakeholders, and not stockholders. Resources available to address all manner of global problems, including social, environmental, health care, and others are limited. Organizations that are effective at building capacity through efficiency and collaboration will be the successful, world changing organizations of the future. Through service and the creation of social initiatives, students will learn how to use business tools to achieve benefits for society.

310. Nonprofit Organization Management

Staff

Four credits

A study of the world of philanthropy including history and current practices, an introduction to the world of nonprofit organizations (their purposes, opportunities and challenges), and the application of business and entrepreneurial models to community problems and the needs of nonprofit organizations. *Prerequisite: junior standing or consent of the instructor.*

313. Corporation Finance

Huang

Four credits.

Analysis of business financial policies and problems consistent with the objective of maximizing shareholders' wealth in an individual corporation. This is the basic financial management course introducing students to such essential financial concepts as the analysis of financial statements, the time value of money, stock and bond valuation, risk and return, capital budgeting and the cost of capital. Same as ECO 313. *Prerequisites: ECO 211 and 212 and completion of the non-statistical mathematics requirement for the business management major. Prerequisite or corequisite: BSA 131.*

315. Strategic Management

Staff

Four credits.

An introduction to the study of management in business and other organizations. This course will cover the essential concepts in management which provides a sound foundation for understanding key issues in today's global economy. An emphasis will be placed on studying management from the perspective of the top management of leading United States and global organizations. *Prerequisite: junior standing or consent of the instructor.*

325. Business and Society

Staff

Four credits.

A review of business and its relationship to society as a whole. Corporate social responsibility including corporate philanthropy, employee relations, environmental responsibility, and business ethics will be the primary focus of the course. The role of government in its relationship to large corporations will also be reviewed. Case studies will be used, and students will develop projects that will help to build ethical leadership skills.

330. International Marketing

Staff

Four credits.

An introduction to the marketing of goods and services in a multinational environment with an emphasis on cultural awareness. Topics to include marketing on a global stage, the global marketing environment, and global marketing strategy development. May count toward the global and cultural studies requirement; refer to the Academic Policies: Global and Cultural Studies Requirement section for more information. *Prerequisite:* BSA 208.

345. Business Law

Sorenson

Four credits.

Explores the relationship between business, government and labor. This course will examine the foundation of business law contracts and the fundamental concept of the legal prerequisites of the business world including sales, agency, employment relations, government regulations, and related topics. Further, this course will evaluate the nature and limits of the legal system in the world of business with special emphasis on ethics and the related moral principles of prudence, fortitude, temperance, charity, and justice. Students who have taken BSA 300 (Departmental Studies: Business Law) for two credits may not take this course.

364. Business Strategy and Economic Policy in Latin America Hauge

Three credits. Offered in 2014-15 and alternate years.

A survey of economic conditions and policies, social issues and historical trends shaping international business strategies in Latin America. Topics include free trade agreements and changing export and import opportunities; privatization, direct investment and outsourcing; dollarization and portfolio investment; and immigrant workers and cultural diversity. We explore ethical decisions regarding treatment of workers and the environment, government influence, corruption and regulatory compliance. Students choose a country, an industry, and a form of international connection for research. May count toward the global and cultural studies requirement; refer to the Academic Policies: Global and Cultural Studies Requirement section for more information. Same as ECO 364. *Prerequisite:* ECO 211 or 212.

412. Investment Analysis

Huang

Four credits.

Analysis of investment and portfolio management. Topics include asset pricing theory, investment techniques, and analysis and management of common stocks, bonds, and financial derivatives. The course also focuses on the application of financial theory and investment techniques to contemporary financial practice. Same as ECO 412. *Prerequisite:* ECO/BSA 313.

413. Entrepreneurship and Small Business Management

Staff

Four credits.

Introduction to the opportunities, risks, and rewards found in the ownership of a small business. Concentrates on the effective management of small firms to include: planning and organizing the new company, financial and administrative controls, franchising, and purchasing an existing business. Reviews the role of small business in American society. *Prerequisite:* senior standing or consent of the instructor.

452. Senior Seminar Business Management

Barthel

Variable credit course, 2-4 credits.

A capstone course intended to allow students to apply the knowledge developed in other classes and acquire more advanced economic and business research tools and techniques to analyze real-life and simulated situations. A semester-long group project integrates knowledge from previous courses across different aspects of a simulated business environment. In an individual written project, students develop advanced methods and apply them to a topic approved by the instructor. The group project is presented orally in stages with group discussion; the individual project culminates in a written report and a brief oral presentations. Credits depend on the extent to which economic or business research methods are used in the individual project: if only business methods, 4 credits; if only economic methods, 2 credits; if a mixture of methods, 3 credits. Students concurrently enrolled in ECO 502, with which this class may meet, complete extra weekly projects in economics. *Prerequisites: senior standing and completion of or concurrent enrollment in the courses required for the major.*

541, 542. Independent Study

Staff

Variable credit course, 1-4 credits each semester.

Individual investigation of some aspect of business management of special interest to the student. No more than twelve credit hours of independent study or internship may be taken, and no more than eight credit hours may be in one department. A registration form is required. *Prerequisites: junior or senior standing, consent of the program director and a department project director, and 12 credits toward the major.*

551, 552. Independent Study: Internship

Staff

Variable credit course, 1-4 credits each semester.

Supervised work off campus in an area of business management of special interest to the student. No more than twelve credit hours of independent study or internship may be taken, and no more than eight credit hours may be in one department. A registration form is required. *Prerequisites: junior or senior standing, consent of the program director and a department project director, and 12 credits toward the major.*