Business Administration

Overview
The Business Administration major provides students with a strong knowledge base across the fundamental disciplines of business: Accounting, Finance, Management, Marketing and Operations Management/Information Systems. Graduates possess a mix of business, technical, and essential communication skills required for management and leadership roles. The Bachelor of Science or Bachelor of Arts in Business Administration is highly desired for a variety of job titles in many industry sectors including management training and leadership development programs, business analysts (including marketing and finance areas), marketing and brand managers, sales and customer service professionals, and a variety of roles in government, non-profit, and health services. Employers place a priority on graduates who have a broad business perspective and the ability to adapt to a variety of positions.

Business Administration Major Courses
The business administration major consists of five upper division courses, one in each of the major areas listed below. These courses are typically offered every semester:

ACCTG 5000 – Accounting Information for Decision Making  This course provides a deeper look into all areas of accounting. The focus of the course is using accounting information for decision-making both within an organization and about an organization. Topics covered include analyzing financial statement information to assess business profitability and to better understand business operations, using internal accounting information to better evaluate business operations, understanding the impact of taxes on business decisions and understanding the role of auditing. Prerequisite: Admission to Upper Division and a C- or better in ACCTG 3600 or ACCTG 3601

FINAN 5000 – Intermediate Finance for Business Administration Majors  This course provides in-depth coverage of topics covered in basic courses in investments and corporate financial management. Corporate finance topics include: capital budgeting, capital structure, and dividend policy. Investment topics include: interest rate theory and valuation of derivative securities. Prerequisite: Admission to Upper Division and a C- or better in FINAN 3040 or FINAN 3041, and FINAN 3050

ENTP 5000 – Fundamentals of Entrepreneurship  The purpose of this class is to examine entrepreneurship and the various ways in which it shapes the lives of individuals. This investigation occurs on three levels. First, students take a high-level conceptual look at entrepreneurship as a phenomenon and learn what it is, why it exists, and how it influences the fabric of everyday life. Second, instructors take a hands-on approach that is focused on teaching students to think like an entrepreneur. Lastly, since entrepreneurship is a team sport, instructors help students develop the networking skills they need to assemble a team, and the managerial skills needed to create and launch a business. Prerequisite: Admission to Upper Division

MKTG 5000 – Marketing Management  This course offers a hands-on analysis and actual decision-making journey in marketing strategy. Students experience the power of strategy tools such as differentiation and positioning, and study actual case histories and decisions made by real managers and executives. The conclusion of the course provides students an opportunity to apply their knowledge of marketing strategy maneuvers and marketing management via computer simulation. Major marketing concepts, principles, and strategy are directly applied. Prerequisite: Admission to Upper Division and a C- or better in MKTG 3010 or MKTG 3011

OIS 5000 – Process and Project Management  Process and project management are two distinct and critical skill sets required of today’s top managers and leading companies. Mastery of these two disciplines allows teams to effectively manage their processes and formally execute projects in order to deliver within defined time, cost, and scope constraints. Documented, repeatable, and well-managed processes result in increased employee/customer satisfaction, business continuity, and efficient operations. In this course, students will learn how to approach a process improvement project by understanding how to map and document processes, assess their readiness for improvement, identify requirements, set up and execute a formal project, and evaluate the results. The course is applicable to all industries, but places emphasis on information systems and technology projects. Prerequisite: Admission to Upper Division and a C- or better in OIS 3660 or OIS 3661 and IS 4410 or IS 4411

Business Administration Major Application
All students are admitted to the Business Administration major once admitted to Upper Division status. There is no secondary major application process to the Business Administration major once a student is admitted to upper division.