Business Administration Course Descriptions

BA 2301 (BUSI 2301) Business and Public Law (3 semester hours) Commercial and administrative law, focusing on the law of contracts, agency, bailments, property, and laws of partnerships and corporations. (3-0) Y

BA 3341 Business Finance (3 semester hours) Theoretical and procedural considerations in the administration of finances in the firm: sources and uses of funds, working capital, capital budgeting, capital structure, and costs of capital. Corequisite: STAT 3360. (3-0) Y

BA 3351 Introduction to Management Information Systems (3 semester hours) Introduction to basic management information systems and computer concepts. Emphasis on the various facets of the computer, information processing including computer applications, processing data into information, computer hardware, file organization and databases, communications, and information system development. Use of word processing, spreadsheet, and database application software to develop PC skills. (3-0) S

BA 3352 Production Management (3 semester hours) Applications of operations research methods to production problems. Production processes in the business firm with emphasis on forecasting, production planning, and production control techniques. Prerequisite: STAT 3360. (3-0) Y

BA 3361 Organizational Behavior (3 semester hours) An integrated social science approach to administrative problems using behavioral sciences. Behavior in organizations is examined with attention given to such topics as performance appraisal, selection, training, motivation, job satisfaction, communications, leadership, small group processes, decision making, power, conflict, organizational structure, and organizational change. (3-0) Y

BA 3365 Marketing Management (3 semester hours) Marketing principles including marketing planning, the decision making environment, market measurement, product decisions, promotion, pricing, and distribution. Special emphasis placed upon the determination and evaluation of market segments. (3-0) S

BA 3372 Export Market Development (3 semester hours) Survey of factors affecting export markets. Examination of methods of transporting, distributing, and marketing products abroad. (3-0) Y

BA 3374 International Marketing (3 semester hours) Analysis of environment of international marketing. Survey of techniques of international marketing management. Prerequisite: BA 3365. (3-0) Y

BA 4305 Social and Political Environment of Business (3 semester hours) Capstone-level course requiring integration of all fields of business. Students will draw on their broadened awareness of various environmental influences (social and political) to solve business problems. Management alternatives will be examined with an ethical perspective relating policy trends to the strategic planning mode. Prerequisite: Completion of all core courses. (3-0) Y

BA 4307 Corporations and Politics (3 semester hours) Overview of the corporation as a political participant in the American political system. Topics include corporate political action committees, business lobbying, grassroots programs, Federal Election Campaign Act, and labor involvement. (3-0) Y

BA 4309 Regulation of Business (3 semester hours) Examines the broad subject of government regulation of business, and focuses on the source of the demand for government regulation, its translation into legislation, its administration, and its impact. Emphasis is placed on high impact regulatory programs, such as antitrust, health, safety, and environmental laws. Prerequisite: ECO 2302. (3-0) Y

BA 4318 Programming in Visual Basic (3 semester hours) Business application development using Visual Basic. Topics include fundamental Basic programming, graphical user interface programming, ActiveX and data controls, and integration with other applications such as Access. (3-0) Y

BA 4319 Programming in C++ (3 semester hours) This course will introduce students to concepts in object-oriented programming. Students will develop application programs using C++. Application development using Java will also be introduced. Prerequisite: CS 1315 (3-0) S

BA 4320 Desktop Computing with Applications (3 semester hours) Use of microcomputer applications for the development of effective business solutions. Emphasis is placed on making applications work together to increase productivity of desktop computing in a business environment. Students will use advanced features of the applications covered. Software applications used by students will include spreadsheet, database, presentation/graphics, word processing, and email. The Internet is also covered. Prerequisite: BA 3351 (Windows applications). (3-0) S

BA 4321 Database Fundamentals (3 semester hours) Database theories, conceptual data modeling techniques, database management, and database development practice with emphasis on relational database systems. Topics include entity-relationship data model, data planning, data administration, SQL, relational theories, distributed databases, database
development project, and other database management issues, such as concurrency control, data security, and integrity. A
database management system software package is used to implement working database systems. (3-0) Y

**BA 4322 Systems Analysis and Design** (3 semester hours) An overview of systems development methodologies will be
presented. In addition to concepts in systems analysis and design, the students will be exposed to concepts in project
management, and information gathering techniques. Projects focusing on the use of CASE tools will also be an integral part
of the course. Prerequisite: BA 4321. (3-0) Y

**BA 4323 Business Data Communications** (3 semester hours) IS managers need to have an in-depth understanding of a
gamut of issues relating to data communication and distributed processing, including technical, economic, and managerial
details. The course will focus on currently observed industry trends, including the digital convergence of voice, video and
data, enterprise-wide connectivity, distributed computing environments, and the massive demand for Internet-based open
systems. (3-0) Y

**BA 4324 Information Systems Management** (3 semester hours) Management of the information technology within an
organization is a critical activity. Students will be introduced to issues relating to IT investment, management of IT, and
using IT for competitive advantage. (3-0) Y

**BA 4326 Systems Development Project** (3 semester hours) Students will be required to perform analysis, design, and
implementation of a real-life project within an organization. Students will be organized into teams and will be required to use
the concepts taught in the earlier classes on systems development. Prerequisite: BA 4322 (3-0) Y

**BA 4327 Client Server Computing** (3 semester hours) The technical and managerial issues surrounding the development
and implementation of a client-server environment will be addressed. The students will be required to develop applications
using system integration tools. Prerequisite: BA 4323. (3-0) T

**BA 4328 Decision Support and Expert Systems** (3 semester hours) The course will focus on the design and development
of Decision Support and Expert Systems. The development of Intelligent Systems and the role they play in the organization
will also be addressed. Prerequisite: BA 4322. (3-0) T

**BA 4329 Electronic Commerce** (3 semester hours) As an increasing number of business transactions take place using an
electronic medium, there is a need for business managers to understand how these new technologies transform the way
companies and individuals are doing business. This course offers a general background on electronic commerce and its
impact on business. Topics include the evolution of information systems, economics of electronic transactions, Internet
marketing, and issues related to virtual organizations. Prerequisites: BA 4319, BA 4322, and BA 4323. (3-0) T

**BA 4331 Programming in JAVA** (3 semester hours) Business application development using JAVA. Topics include the
fundamentals of Java programming, applets programming for web-based systems, and object-oriented programming
concepts. (3-0) Y

**BA 4345 Money and Capital Markets** (3 semester hours) Examines the management of the firm’s short-term assets and
liabilities. In addition to developing a framework for forecasting and planning for short-run financing needs, the topics
covered include a detailed study of the banking system and the market for short-term securities. Prerequisite: STAT 3360,
BA 3341, and BA 3351. (3-0) S

**BA 4346 Investment Management** (3 semester hours) Examines a wide range of issues concerning the management risk
and the measurement of investment performance. The objective of the course is to provide an understanding of the role of
modern financial theory in portfolio management and to present a framework for addressing a wide range of issues in the
management of financial assets. The topics covered include valuation, the measurement of risk and portfolio performance,
the management of portfolios of fixed income securities, and derivative securities. Prerequisites: STAT 3360, BA 3341, and
BA 3351. (3-0) S

**BA 4347 Applied Corporate Finance** (3 semester hours) Integrates a variety of advanced topics in corporate financial
decision making in examining the development of the financial strategy of the firm. Emphasis will be placed on the valuation
of the firm and the impact of financial markets on corporate investment and financing decisions. Prerequisites: BA 4345 and
BA 4346. (3-0) Y

**BA 4371 International Business** (3 semester hours) Examination of worldwide patterns of trade and investment. Overview
of financial, managerial, and marketing problems confronted by multinational firms. Prerequisites: BA 3341 and 3365. (3-0)
S

**BA 4V81-4V85 Business Administration Individual Study** (1-3 semester hours) BA 4V81 Decision Sciences, BA 4V82
Finance, BA 4V83 Marketing, BA 4V84 Organizational Strategy and International Management, and BA 4V85 Information
Systems. (1-3-0) S

**BA 4V91 Seminar Series in Decision Sciences** (1-2 semester hours) Discussion of selected topics and theories in the
decision sciences. May be repeated for credit (9 hours maximum). ([1-2]-0) S

**BA 4V92 Seminar Series in Finance** (1-3 semester hours) Discussion of selected topics and theories in finance. May be repeated for credit (9 hours maximum). Prerequisite: BA 3341. ([1-3]-0) S

**BA 4V93 Seminar Series in Marketing** (1-2 semester hours) Discussion of selected topics and theories in marketing. May be repeated for credit (9 hours maximum). ([1-2]-0) S

**BA 4V94 Seminar Series in Organizational Strategy and International Management** (1-3 semester hours) Discussion of selected topics and theories in organizational strategy and international management. May be repeated for credit (9 hours maximum). ([1-3]-0) S

**BA 4V95 Seminar Series in Information Systems** (1-3 semester hours) Discussion of selected topics and theories in information systems. May be repeated for credit (9 hours maximum). ([1-3]-0) S

**BA 4399 Senior Honors in Business Administration** (3 semester hours) For students conducting independent research for honors theses or projects. (3-0) S

**Special Topics**

**Business Administration**

**BA 4V00 Special Topics** (1-3 semester hours) May be lecture, readings, or individualized study. May be repeated for credit. Students taking this study series may receive a letter grade credit with the instructor's permission (9 hours maximum). ([1-3]-0) S