

BUSINESS ADMINISTRATION (BA)

BA 101Z: Introduction to Business (4)

Presents an integrated view of both established and entrepreneurial businesses by studying their common characteristics and processes in a global context. Introduces theory and develops basic skills in the areas of accounting, finance, management, and marketing, with an emphasis on social responsibility and ethical practices. Explores how businesses can create value for themselves and society by addressing environmental and social challenges

Terms Typically Offered: Fall, Winter, Spring, Summer

BA 106: Business Leadership (3)

Business Leadership introduces students to leadership. Within the scope of topics, students will examine traits and characteristics of business leaders. Behavior, influence, conflict resolution, and team leadership will also be examined

Terms Typically Offered: Spring

BA 116: Principles of Financial Svcs (4)

This is a one-term course which is designed for students interested in a financial services career. Students gain knowledge of the financial services field and are provided with a basic understanding of products, services, regulations, accounts, cash and checks, and the lending function for banks and credit unions. The course is also relevant for students seeking careers in areas which deal with or interact with financial services companies

Terms Typically Offered: Winter

BA 128: Accounting Applications I (2)

Accounting Applications I is designed to introduce the student to computerized accounting applications and provide extensive hands-on experience in the application of accounting practice and methodology using Microsoft Excel. The course will focus on providing experience with the basic operation of the personal computer in a Windows environment and helping the student gain proficiency in the utilization of spreadsheets and accounting software for solving a variety of financial problems and exercises

Terms Typically Offered: Winter

BA 129: Accounting Applications II (2)

The course is designed to introduce the student to computerized accounting applications and provide extensive hands-on experience in the application of accounting practice and methodology. This course will focus on gaining proficiency in the utilization of spreadsheets and accounting software for solving a variety of accounting problems and exercises

Terms Typically Offered: Spring

BA 150: Develop a Small Business (4)

Developing a Small Business is an introductory course designed to introduce students to the important elements and steps involved in starting a small business. Topics discussed are concepts and concerns including entrepreneurship, risks involved with small business, entrepreneurial myths, the feasibility of the small business idea, developing a business plan, marketing strategies financial projections, human resource considerations, and building a company image.

Registration-Enforced Prerequisite: BA 101Z.

Terms Typically Offered: Winter

BA 151: Practical Accounting I (4)

The first course of a two-term sequence designed to introduce the student to the full cycle of accounting and bookkeeping functions and provide students with a sound basic knowledge of accounting terms, concepts, and procedures. Practical applications of bookkeeping and accounting will be emphasized through various assignments and exercises

Terms Typically Offered: Fall

BA 152: Practical Accounting II (3)

The second course of a two-term sequence designed to introduce the student to the full cycle of accounting and bookkeeping functions. This course builds on the concepts presented in the first term, providing expanded coverage of operating activities, financial reporting, and accounting for selected balance sheet and income statement items. Accounting concepts are applied using accounting software.

Registration-Enforced Prerequisite: BA 151 with a grade of C or better or instructor permission.

Terms Typically Offered: Winter

BA 165: Customer Service (3)

Provides students with the basic concepts and current trends in the customer service industry. Special areas of emphasis include problem solving, development of a customer service strategy, creating customer service systems, coping with challenging customers, customer retention, and measuring satisfaction

Terms Typically Offered: Fall, Spring, Summer

BA 170: Business Technologies (3)

This course will introduce students to technologies that are commonly encountered and that can be leveraged for creating efficiencies in the workplace. Students will gain an understanding of how to use and successfully adopt complementary sets of technologies in our increasingly digital world an essential skill for today's business professional

Terms Typically Offered: Winter

BA 171: Logic and Reasoning (3)

In this course the student will explore various aspects of logical thinking, from identifying and analyzing arguments to recognizing common fallacies and biases. Through critical-thinking exercises and discussions, the student will learn to make clear, rational, and effective arguments for a variety of business situations

Terms Typically Offered: Fall

BA 172: Entrepreneurship (3)

The first course of a two-term sequence designed to demystify the entrepreneurial process. This course will teach problem-validation, market research, competitive analysis, customer development, and prototyping. The curriculum aligns with that taught in startup incubators, accelerators, and studios

Terms Typically Offered: Fall

BA 173: Innovation to Market (3)

The second course of a two-term sequence designed to prepare the student to launch new business ventures. Students will develop a business model, perform financial projections, determine funding needs, and pitch their proposed venture

Terms Typically Offered: Winter

BA 174: Innovation and Tech Strategy (3)

This course introduces students to frameworks that enable strategic technology management, particularly focused on rapidly evolving industries. Competitive advantages enabled by disruptive technologies will be exemplified with case studies, highlighting major failures and successes

Terms Typically Offered: Spring

BA 175: Fund Accounting (4)

This comprehensive course delves into the fundamental principles and practices of fund accounting, providing students with a solid understanding of financial management within nonprofit organizations and government entities. Fund accounting is a specialized accounting system designed to track and manage resources designated for specific purposes, ensuring transparency, accountability, and compliance with regulatory requirements.

Registration-Enforced Prerequisite: BA 213Z.

Terms Typically Offered: Spring

BA 176: Project Management (4)

This dynamic course is designed to equip students with the essential skills and knowledge required for effective project management in diverse professional settings. As organizations increasingly rely on projects to drive innovation and achieve strategic goals, project management has become a critical competency. This course provides a comprehensive exploration of project management principles, methodologies, and practical tools necessary for successful project initiation, planning, execution, monitoring, and closure

Terms Typically Offered: Spring

BA 177: Payroll Accounting (4)

This course introduces the student to the accounting processes and federal and state laws associated with payroll operations. Using the information learned, the student will calculate payroll transactions and complete the required forms meeting state and federal regulations. A payroll project will introduce the computer as a tool to eliminate many of the repetitive operations that are common to payroll accounting. Minimum grade of C for Accounting Technology majors

Registration-Enforced Prerequisite: BA 211Z or BA 151 or instructor approval.

Terms Typically Offered: Spring

BA 180: Business Mathematics I (3)

Business Mathematics I introduces the student to the mathematics of buying and selling, simple interest, payroll, and banking records. The course will review decimals, fractions, and percents

Terms Typically Offered: Fall, Winter, Spring

BA 181: Business Mathematics II (3)

Business Math II is the second course in the Business Math series. In this course, students will learn to calculate present and future value of money, compounding interest amounts, payments, and annual percentage rates. They will also have the opportunity to analyze stock and bond tables, compute depreciation, prepare basic financial reports, and explore business statistics concepts. Students will be required to use a business financial calculator as part of this course.

Registration-Enforced Prerequisite: BA 180 with a grade of C or better.

Terms Typically Offered: Spring

BA 206: Management Fundamentals (3)

This is a basic course in management with emphasis on the application of sound managerial practices and techniques. Managerial functions including planning, organizing, leading, and controlling are studied in the framework of this course.

Registration-Enforced Prerequisite: BA 101Z with a grade of C or better.

Terms Typically Offered: Fall

BA 207: Intro to E-Commerce (3)

This course provides students with a firm grounding in the technologies, strategies and impact of e-commerce. Broadly defined, e-commerce refers to the use of information technologies, in particular the Internet, in providing support to all types of activities that take place both within and between organizations.

Registration-Enforced Prerequisite: BA 101Z, BA 231.

Terms Typically Offered: Winter

BA 211Z: Principles Financial Acct (4)

Imparts an understanding of the purpose of accounting, common financial statement items, and the principles of internal controls. Focuses on recording the impact of economic events on account balances using U.S. Generally Accepted Accounting Principles, and the creation and analysis of financial statements to aid in external decision making

Terms Typically Offered: F,W

BA 213: Principles of Accounting III (3)

Principles of Accounting III is the third course in a three-term accounting sequence. The course builds on concepts presented in BA 211 and BA 212, focusing on the role of providing accounting information to managers for use in the internal decision-making process. Topics covered include costing goods and services, analysis of variable costs vs. fixed costs, cost-volume-profit relationships, and standard costs and variances. Accounting Technology majors need to be concurrently enrolled in Accounting Applications III (BA130). S **Last term offered Summer 2024

Registration-Enforced Prerequisite: BA 212 with a grade of C or better or instructor permission.

BA 213Z: Principles Managerial Acct (4)

Builds an understanding of the role of managerial accounting in a business, focusing on the development and use of information to evaluate production costs and operational performance in support of short- and long-term organizational decision-making

Terms Typically Offered: Winter

BA 214: Business Communications (3)

This course covers strategies of effective business communication. Students will learn and practice a variety of types of business communication.

Registration-Enforced Prerequisite: WR 115 or higher.

Terms Typically Offered: Fall, Winter, Summer

BA 218: Personal Finance and Investing (3)

Personal Finance will introduce students to concepts related to personal financial planning. Topics covered will include budgeting, evaluating loans, determining property insurance needs, planning for retirement, making personal investment decisions, and completing time value of money calculations. Students will be required to use a business financial calculator in this course.

Registration-Enforced Prerequisite: BA 101Z and BA 180 This course is highly recommended to be taken in the second year of a program.

Terms Typically Offered: Winter

BA 222: Financial Management (3)

This is a first course in corporate finance covering a wide range of topics and issues. Theory will be introduced and practical application will be demonstrated in support of learner outcomes surrounding the financial decision-making process.

Registration-Enforced Prerequisite: BA 211Z.

Terms Typically Offered: Spring

BA 223: Principles of Marketing (3)

This course is an introduction to marketing as it relates to contemporary living and society's changing needs. The basic components of marketing such as consumer behavior, marketing research, distribution, promotion, customer relationships, social responsibility, and price planning and their inter-relationships are discussed. Course topics include retail, international, service, and non-profit marketing. Case studies, videos, projects, field trips, and guest speakers are used to enhance student learning.

Registration-Enforced Prerequisite: BA 101Z with a grade of C or better or instructor permission.

Terms Typically Offered: Spring

BA 226: Business Law (4)

Develops a basic knowledge of the objectives and methods of business law. Topics covered include the court system, civil and criminal law, contracts, and the Uniform Commercial Code. The latter will introduce making transactions and commercial paper

Terms Typically Offered: Winter, Spring

BA 231: Computers in Business (4)

Computers in Business is designed for business students as a second course in using computers. Assignments will build on what was learned in previous computer and business classes. Students will produce professional-style documents using a popular suite of software applications. A final integrative project will be prepared and presented as a group project. Must be a 2nd year major in one of the following AAS programs: Accounting, Entry Management, Marketing, or Paralegal: or instructor approval

Terms Typically Offered: Fall, Spring

BA 233: Accounting for Managers (4)

The course is designed to provide the non-financial manager with an understanding of accounting and the manner in which it can be used to make financial decisions. Topics covered include: basic business math skills in calculating interest and payroll as well as the mathematics of buying and selling, measuring and reporting of accounting data, analyzing and interpreting accounting information, understanding financial systems and controls, using computer applications of accounting, and performing cost analysis

Terms Typically Offered: Winter

BA 238: Professional Selling (3)

Professional Selling is a basic course dealing with the fundamentals of trust-based selling. Areas specifically studied include understanding the sales industry and selling occupations; promoting self-leadership, building trust, and conducting sales dialogue; prospecting, qualifying, communicating, and relationship building; buyer motivation; creating value; handling resistance; earning commitment; customer concerns; and sales management

Terms Typically Offered: Fall

BA 239: Advertising (3)

This course is an introduction to effective advertising procedures in today's business world. The course emphasizes the importance of modern, persuasive techniques advertisers use to move goods and services to the consumer. The course explores the historical development of advertising, the importance of consumer research, and the various constraints on advertising. Advertising preparation and the total campaign are studied from the standpoint of copy, layout, various media, budgets and finally buyer motivation

Terms Typically Offered: Fall

BA 249: Retailing (3)

This course is designed to acquaint students with the nature and scope of retailing. Topics studied include: history of retailing, managing retail operations, including financial planning, merchandise buying and handling, store location, design and layout. Retailing is examined as a major economic force in this country and as a significant area for career opportunities

Terms Typically Offered: Winter

BA 250: Managing the Small Business (3)

An introductory course in the fundamental elements of managing a small business

Terms Typically Offered: Spring

BA 253: Social Media Marketing (3)

Social Media Marketing covers the basics of social media marketing, creating online conversations through social media outlets, social media strategy, branding through social media sites, value in the organization's content, and aligning offline marketing strategies with social media.

Instructor-Enforced Prerequisite: BA 101Z, BA 231, BA 223 or instructor approval.

Terms Typically Offered: Spring

BA 260: Advanced Human Resources (3)

This advanced course offers a comprehensive exploration of the evolving role of human resources (HR) in contemporary organizations. Covering key concepts such as the role of unions and bargaining, Equal Employment Opportunity Act (EEOA) compliance, employee development, and real-world performance management, the course goes beyond the basics to equip students with a deep understanding of HR's strategic impact.

Registration-Enforced Prerequisite: SDP 208.

Terms Typically Offered: Spring

BA 280: CWE-Business (1-13)

Qualified students work at training sites that provide experience appropriate to their major. These experiences will provide the opportunity for students to gain knowledge of the various tasks performed in their career field. A student may take any number of CWE credits per term, not to exceed 13 credits per year.

Registration-Enforced Prerequisite: Instructor approval.

Terms Typically Offered: Fall, Winter, Spring, Summer

BA 280A: CWE-Accounting (1-13)

Qualified students work at training sites that provide experience appropriate to their major. These experiences will provide the opportunity for students to gain knowledge of the various tasks performed in their career field. A student may take any number of CWE credits per term, not to exceed 13 credits per year. Registration Enforced

Prerequisite: Instructor approval.

Terms Typically Offered: Fall, Winter, Spring, Summer

BA 280B: CWE-Marketing (1-13)

Qualified students work at training sites that provide experience appropriate to their major. These experiences will provide the opportunity for students to gain knowledge of the various tasks performed in their career field. A student may take any number of CWE credits per term, not to exceed 13 credits per year.

Registration-Enforced Prerequisite: Instructor approval.

Terms Typically Offered: Fall, Winter, Spring, Summer

BA 280C: CWE-Management (1-13)

Qualified students work at training sites that provide experience appropriate to their major. These experiences will provide the opportunity for students to gain knowledge of the various tasks performed in their career field. A student may take any number of CWE credits per term, not to exceed 13 credits per year.

Registration-Enforced Prerequisite: Instructor approval.

Terms Typically Offered: Fall, Winter, Spring, Summer