

BUSINESS ADMINISTRATION (BA)

NOTE: BA courses offered through the Online MBA program may include higher course fees.

BA 500 Management Dynamics 3 Hours

An introduction to organizational analysis and to the understanding and management of behavior in organizations.

Prerequisite(s): COBA Course Eligibility with a score of 5

Recent Term(s) Offered: None

BA 501 Survey of Economic Theory 3 Hours

An overview of basic concepts in micro and macroeconomics. Topics include price and output decisions, cost concepts, aggregate income, the price level, and related areas.

Prerequisite(s): COBA Course Eligibility with a score of 5

Equivalent(s): ECON 501

Recent Term(s) Offered: None

BA 502 MBA Foundation Modules 4.5 Hours

Preparatory course covering the eight foundational areas required to take courses in the MBA program. Course is offered in a self-paced, online independent learning format. Note: Approval through MBA office required.

Recent Term(s) Offered: None

BA 503 Information Systems and Decision Science 3 Hours

A survey of management information systems concepts and decision science theory. Emphasis on using information systems and decision support models to enhance managerial decision making.

Prerequisite(s): COBA Course Eligibility with a score of 5

Recent Term(s) Offered: None

BA 504 MBA Foundation Modules Pt 1 1.5 Hour

Preparatory course (first of a three part series) of the foundational areas in the MBA program. Course is offered in a self-paced, online independent learning format.

Recent Term(s) Offered: None

BA 505 Survey of Accounting Principles 3 Hours

Concepts and principles governing financial and managerial accounting. Emphasis on issues associated with the preparation and interpretation of information presented in external financial statements. Includes an introduction to management's use of internally generated accounting information.

Prerequisite(s): COBA Course Eligibility with a score of 5

Recent Term(s) Offered: None

BA 506 MBA Foundation Modules Pt 2 1.5 Hour

Preparatory course (second of a three part series) of the foundational areas in the MBA program. Course is offered in a self-paced, online independent learning format.

Recent Term(s) Offered: None

BA 508 MBA Foundation Modules Pt 3 1.5 Hour

Preparatory course (third of a three part series) of the foundational areas in the MBA program. Course is offered in a self-paced, online independent learning format.

Recent Term(s) Offered: None

BA 510 Advanced Organizational Behavior 3 Hours

Contemporary theory and research on organizational structure and design that has relevance for practical problems of designing and managing organizations.

Recent Term(s) Offered: winter 2022; spring 2022; summer 2022; fall 2022; winter 2023; spring 2023; summer 2023; fall 2023; winter 2024; spring 2024; summer 2024; fall 2024

BA 511 Applied Micro Economic Theory 3 Hours

Fundamental concepts of firm analysis, public policy, and individual decisions. Critical thinking applied to topics like supply and demand, revenue and costs, pricing, and information and uncertainty.

Equivalent(s): ECON 502

Recent Term(s) Offered: spring 2022; summer 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; summer 2024; fall 2024

BA 512 Business Analysis and Research Methods 3 Hours

An applications-oriented course designed to help students envision, design, conduct, interpret, and report statistically oriented analyses applicable to managerial decision making. Topics such as the design of data generation, modeling, regression, process control and evaluation, and survey errors will be covered.

Prerequisite(s): COBA Course Eligibility with a score of 6

Recent Term(s) Offered: None

BA 513 Contemporary Business Analytics 3 Hours

This course examines contemporary concepts and methods used to analyze business problems and scenarios. Course topics will include the administration of data analytics, and will utilize a variety of analytic techniques and visualization tools to improve the decision process and enhance business value.

Equivalent(s): BDAN 513

Recent Term(s) Offered: winter 2022; spring 2022; summer 2022; fall 2022; winter 2023; spring 2023; summer 2023; fall 2023; winter 2024; spring 2024; summer 2024; fall 2024

BA 515 Managerial Accounting 3 Hours

A review of the managerial accounting concepts and techniques used by managers in planning, performance evaluation, and decision making. Emphasis on the application of concepts and techniques in the analysis of cases.

Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; summer 2024; fall 2024

BA 517 Advanced Marketing 3 Hours

Analysis and application of marketing principles, policies, and operations. Course focuses on marketing strategy and planning, the identification of marketing problems, the development of solutions, and ethical decision-making.

Recent Term(s) Offered: spring 2022; summer 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; summer 2024; fall 2024

BA 518 Contemporary Issues in Sales 3 Hours

In this advanced sales course you will learn about the role of the salesperson, the steps and stages of selling, how to ask questions in any context in a logical, sequential matter, and demonstration of all elements of the selling process by applying this skills in a sales plan.

Recent Term(s) Offered: fall 2024

BA 519 Advanced Managerial Finance 3 Hours

How corporate entities make investment, financing, and dividend decisions maximizing shareholder wealth. Case studies and critical thinking on topics like corporate governance/ethics, shareholder analysis, and risk and return.

Recent Term(s) Offered: spring 2022; summer 2022; fall 2022; spring 2023; fall 2023; spring 2024; summer 2024; fall 2024

BA 520 Critical Thinking and Business Ethics 3 Hours

A study of contemporary ethical issues facing leaders. Emphasis is placed on examining analyzing issues for sound solutions from a variety of perspectives, some grounded in business, some grounded in the Liberal Arts. Students will examine ideas and cases from the business world and gain practice in the application of a variety of approaches to problem solving. Additionally, the responsibilities of business corporations and executives to shareholders and other constituencies will be explored.

Restriction(s): Enrollment is limited to students in Business Administration (057) or Organizational Leadership (1723)

Recent Term(s) Offered: spring 2024; fall 2024

BA 521 Market Research and Consumer Insights 3 Hours

This course prepares marketing managers to design, gather, analyze, and use research to make marketing strategy decisions. This is an applied course where participants will execute a marketing research project from start to finish, with exposure to problem formation, research design, data collection and analysis, the interpretation and presentation of results, and data-driven recommendations.

Recent Term(s) Offered: fall 2024

BA 522 Digital Marketing Strategies 3 Hours

This course will review the fundamentals of digital marketing, the importance and benefits of including digital strategies within an overall marketing plan, and will enhance student knowledge of tools and strategies including search engine optimization, social media marketing, web design, advertising and email marketing, mobile marketing, and digital marketing analytics.

Recent Term(s) Offered: None

BA 540 Applied Statistical Methods 3 Hours

Introduction to applied statistics for decision making and research including analysis of variance, process control, experimental design, regression, and forecasting, as well as useful software and data sources.

Prerequisite(s): COBA Course Eligibility with a score of 5

Equivalent(s): ECON 506

Recent Term(s) Offered: None

BA 542 International Economics 3 Hours

Survey of trade theory and evidence, status and effects of tariffs and other trade restrictions, and balance of payment issues.

Prerequisite(s): COBA Course Eligibility with a score of 6

Recent Term(s) Offered: None

BA 543 Forecasting 3 Hours

Methods of forecasting changes in the U.S. economy and other economic units. Emphasis on application and evaluation of different techniques.

Prerequisite(s): COBA Course Eligibility with a score of 6 and (BA 540 or ECON 506)

Equivalent(s): ECON 594

Recent Term(s) Offered: None

BA 544 Labor and Human Resources Economics 3 Hours

Study of static and dynamic models of labor demand, supply, and human capital investment.

Prerequisite(s): COBA Course Eligibility with a score of 6

Equivalent(s): ECON 595

Recent Term(s) Offered: None

BA 545 Survey of Business Sustainability Issues 3 Hours

Survey course exploring the definition of and key issues concerning business sustainability. Provides overview of regulations regarding issues of sustainability as applied to business organizations. Introduces international standards and other global issues of sustainability which affect businesses. Explores compliance approaches, important metrics and best practices businesses use in addressing sustainability issues. Discussion of political, environmental, other pressures surrounding these issues especially as related to current and future standards, regulations, and best business practices. Corporate social responsibility.

Recent Term(s) Offered: spring 2022

BA 546 Sustainable Business Operations Management 3 Hours

Exploration and development of sustainable operations management. Students will be introduced to operations management with designing, planning, development, organizing and delivery of products and services. Students will be introduced to frameworks and analytical tools to optimize key decisions in designing and managing operational processes. The course will include a value chain perspective for the integration of sustainability measures.

Recent Term(s) Offered: spring 2022; fall 2023; summer 2024; fall 2024

BA 547 Sustainability, Innovation, and Entrepreneurship 3 Hours

An examination of the impact of sustainability on global forces that are restructuring the world economy and driving opportunities for related new entrepreneurial ventures in that context.

Recent Term(s) Offered: spring 2022

BA 548 Sustainability Marketing 3 Hours

This course integrates marketing fundamentals with the environmental, social, and economic principles of sustainability. In this course, students analyze current sustainability trends that influence marketing applications and the influences of marketing on sustainability trends.

Recent Term(s) Offered: spring 2022; fall 2022

BA 551 Investments and Portfolio Management 3 Hours

A comprehensive examination of investment opportunities with emphasis on the risk-return relationships, economic and market forces affecting financial markets, security valuation and analysis, and portfolio formation and management.

Prerequisite(s): COBA Course Eligibility with a score of 6

Restriction(s): Enrollment is limited to students in Business Administration (057)

Recent Term(s) Offered: None

BA 552 International Financial Management 3 Hours

The focus of the course is on financial decision making in the international context. Topics covered include environment of international financial management, foreign exchange risk management, foreign investment analysis, financing foreign operations, and international tax management.

Recent Term(s) Offered: None

BA 555 Strategic Leadership 3 Hours

This course is designed to improve understanding of strategic planning, implementation, and performance measurements in contemporary organizations. Students will explore the tools, techniques, benefits and limitations of strategic planning and management in the context of contemporary organizations, the role of organizational leaders as a key player in strategic management, managing stakeholders, assessing the organizational capacities as well as the external environments, and identifying adoption strategies. Emphasis will be placed on strategic initiatives, change management, and leading through change in contemporary organizations.

Recent Term(s) Offered: spring 2024; summer 2024

BA 556 Leading Innovation, Creativity and Change 3 Hours

This course is geared towards developing a better understanding of the challenges, techniques, burden, and successes associated with initiating and implementing major changes within organizations. Therefore, the objective of the course is to prepare leaders to meet the challenges of organizational change. The theoretical concepts and practice of leading change in organizational, community, political and social action/social movement contexts are examined. Explicitly links theoretical concepts, models and processes of leadership and change with the intended purpose of change and its resulting outcomes.

Recent Term(s) Offered: summer 2024

BA 560 Contemporary Human Resources Management 3 Hours

An advanced course focusing on the current critical issues of human resource management. Includes discussions on recruitment and selection techniques, performance appraisals, training and development, compensation, labor relations, occupational safety, and employee rights.

Recent Term(s) Offered: fall 2023; spring 2024; summer 2024; fall 2024

BA 571 Services Marketing 3 Hours

Focuses on the marketing of intangible products by discussing strategic implications for marketing mixes (product, price, place, and promotion) and consumer perceptions and expectations.

Prerequisite(s): COBA Course Eligibility with a score of 6

Recent Term(s) Offered: None

BA 573 International Business 3 Hours

Institutions, organizations, and procedures of international business. Emphasizes problems and decision-making techniques.

Recent Term(s) Offered: None

BA 579 Supply Chain Management 3 Hours

Integrates an organization's operations planning and control with suppliers and distributors through sharing information, managerial and technical talents.

Recent Term(s) Offered: summer 2022; fall 2022; summer 2023; fall 2023; summer 2024; fall 2024

BA 580 Contemporary Issues in Business 1-3 Hours (repeatable max of 6 hrs)

Emphasizes issues pertinent to an understanding of today's business environment. Topics embrace the cross-functional, global, and technical aspects of business.

Recent Term(s) Offered: spring 2023

BA 583 Procurement Management 3 Hours

Examines procurement processes and decision making frameworks. Topics addressed include: inter-dependencies with other corporate functions; purchasing cycles; development of material and technical specifications; supplier selection, relationship management, and evaluation; supplier quality management and improvement activities; capital goods and services purchases; global sourcing; and procurement tools and analytics.

Recent Term(s) Offered: spring 2022; spring 2023; spring 2024; summer 2024

BA 584 Supply Chain Analytics 3 Hours

Examines the design, development, and utilization of decision models for the supply chain. Topics addressed include supply chain network design, analytical models, challenges, and data-based solutions. Descriptive, predictive, and prescriptive data analytics techniques will be applied to business cases and decision making situations.

Recent Term(s) Offered: spring 2022; spring 2023; spring 2024

BA 590 Strategic Business Concepts and Applications 3 Hours

Concepts and business strategies focusing on viewing the organization as an integrated whole. Use of Integrated Management Exercises (IMEs) involving student teams working on a business simulation or actual business project aimed at challenges and opportunities facing a business.

Recent Term(s) Offered: spring 2022; summer 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; summer 2024; fall 2024

BA 592 Special Topics in Business 3 Hours (repeatable max of 9 hrs)

Emphasizes special topics in business.

Prerequisite(s): COBA Course Eligibility with a score of 6

Recent Term(s) Offered: None

BA 595 Internship for MBA 1-3 Hours (repeatable max of 3 hrs)

Supervised work situation with cooperating business, industry, social or governmental agency, emphasizing the application of advanced knowledge, research, and skills in a specific field of business. Note: Requires the approval of the MBA Advisor

Recent Term(s) Offered: spring 2023

BA 596A GFCB Graduate Certificate Assessment - Supply Chain Management 0 Hours

This course tracks the student skills attainment summary and artifacts for Gordon Ford College of Business graduate certificate programs.

Recent Term(s) Offered: fall 2024

BA 596B GFCB Graduate Certificate Assessment - Enterprise Management 0 Hours

This course tracks the student skills attainment summary and artifacts for Gordon Ford College of Business graduate certificate programs.

Recent Term(s) Offered: fall 2024

BA 596C GFCB Graduate Certificate Assessment - Executive Decision Making 0 Hours

This course tracks the student skills attainment summary and artifacts for Gordon Ford College of Business graduate certificate programs.

Recent Term(s) Offered: fall 2024

BA 597 MBA Portfolio 0 Hours

This course tracks the student skills attainment summary and artifacts for Gordon Ford College of Business graduate certificate programs.

Recent Term(s) Offered: fall 2023; spring 2024; summer 2024; fall 2024

BA 753 Current Topics in Organizational Behavior 3 Hours

This seminar course extends the material introduced in Leadership 710. Students will examine the many principles of human behavior that effective leaders use when leading individuals and groups in organizations. Current research relating to individual differences in abilities and attitudes, attribution, motivation, group dynamics, power and politics, conflict resolution, organizational culture, and organizational structure and design will be examined.

Restriction(s): Enrollment is limited to students in Educational Leadership (0010)

Recent Term(s) Offered: None

BA 754 Budgeting and Financial Decision Making 3 Hours

This course is designed to improve understanding of strategic planning, implementation, and performance measurements in public and nonprofit organizations. Although they have been adopted from a business sector model, strategic planning and management have become the standard practice of public and nonprofit organizations as a critical tool to reinvent, restructure, and transform the traditional ways of doing business. Students will explore the benefits and limitations of strategic planning and management in the context of public and nonprofit organizations, the role of organizational leaders as a key player in strategic management, managing stakeholders, assessing the organizational capacities as well as the external environments, and identifying the adopting strategies.

Restriction(s): Enrollment is limited to students in Educational Leadership (0010)

Recent Term(s) Offered: None