BUSINESS ADMINISTRATION (BUAD)

BUAD 101A: 3 s.h.
Introduction to Business (G3)
Introduction of basic business concepts such as institutional setting, organizational structures, decision making, accounting, finance, labor relations, management, marketing and government-business relations. No credit for BUAD majors, except as departmental elective if taken before becoming a BUAD major. Offered in spring, fall.

BUAD 101B: 3 s.h.
Introduction to Business (G3)
Introduction of basic business concepts such as institutional setting, organizational structures, decision making, accounting, finance, labor relations, management, marketing and government-business relations. No credit for BUAD majors, except as departmental elective if taken before becoming a BUAD major. Offered in spring, fall.

BUAD 161: 3 s.h.
Intro to Financial Accounting
Examination of the account cycle and systems and procedures for developing financial information; introduction to the conceptual and theoretical foundation of financial information systems; and interpretation of financial statements. Offered in fall, spring. Prereq: MATH 101 or MATH placement beyond MATH 101 (MATH 151, 155H, 160, 161, 163H).

BUAD 162: 3 s.h.
Intro to Managerial Accounting
Problem-oriented introduction to the interpretation and application of accounting information from the viewpoint of management with emphasis on planning and control and long-range strategies. Offered in fall, spring. Prereq: C- or higher in BUAD 161.

BUAD 202: 3 s.h.
Legal Environment of Business (G3)
The American legal system and its impact on business. Includes the court system, litigation and alternative dispute resolution, contract law, torts in the business environment, product and service liability, property, and criminal law. Offered in fall, spring.

BUAD 202H: 3 s.h.
Hon: Legal Environ/Business (G3)

BUAD 206: 3 s.h.
Business Research Methods
The theory and practice of a number of widely used research techniques as an aid to decision making. Business application will be emphasized with cases and problems from the areas of management, marketing, finance and accounting. Uses computer programs for data analysis, interpretation and presentation of research results. Prereq: MATH 235.

BUAD 231: 3 s.h.
Principles of Marketing
Explores the role of marketing in the free enterprise system. Defines marketing and its relationship to society. Reviews the controllable elements of the marketing mix: product, place, promotion, and price. Explains marketing concepts and terminology. Applies terminology and concepts to real world problems. Covers basic analytic skills needed to solve marketing problems. Offered in fall, spring. Prereq: C- or better in ECON 101 and 102.
BUAD 455: 3 s.h.
Strategy and Policy (W)
Theory and practice of modern strategic management. Includes strategy formulation, planning, decision techniques, organizational design to implement change and control systems to monitor change. Prereq: BUAD 202, 206, 307, 231, 358, 341, 352 and ENGL 110.

BUAD 488A: 3 s.h.
Seminar in Accounting and Finance (W)
Research on a topic including preparation and critical analysis of a paper. Topic need not be from student’s option. Offered in fall, spring. Prereq: ENGL 110 and senior status. Prerequisites will vary.

BUAD 488B: 3 s.h.
Seminar in Management and Marketing (W)
Research on a topic including preparation and critical analysis of a paper. Topic need not be from student’s option. Offered in fall, spring. Prereq: ENGL 110 and senior status. Prerequisites will vary.

BUAD 605: 3 s.h.
Business and Its Environment

BUAD 653: 3 s.h.
Operations Management
Examines positioning, design and operating decisions and their interrelationships in the context of the overall competitive strategy of the firm. The international dimensions of operations management, as well as the relationships of operations management to other functional areas are stressed. Topics include operations strategy, quality management, product and service design, process design, capacity planning, facilities layout, design of work systems, location planning, total quality control, aggregate planning, independent demand inventory system, push and pull systems, enterprise resources planning, supply chain management, and scheduling.

BUAD 670: 3 s.h.
Strategy and Policy
Capstone seminar in the formulation and administration of organizational planning and policy. The student is expected to utilize integrate, and apply the theories, concepts, principles and techniques relevant to business problems and situations. Uses case studies, course projects, library research, field research, group decisionmaking, role-playing, simulations and other strategic planning and management process exercises. Emphasizes the global nature of business and utilizes technology to coordinate the activities of the group efforts. Prereq: Demonstrated proficiency in general business concepts at the introductory level through job experiences or coursework.