

# BUSINESS ADMINISTRATION (BA)

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## **BA 101: Intro to Business (4)**

A one-term survey of modern business concepts including: entrepreneurship, marketing, management, human relations, accounting/finance, and investment. 4 lecture hrs/wk

**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. 3 lecture hrs/wk

**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. 4 lecture hrs/wk

**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. 1 lecture, 2 lecture/lab hrs/wk

**Terms Typically Offered:** Fall

## **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. 1 lecture, 2 lecture/lab hrs/wk

**Terms Typically Offered:** Winter

## **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. 4 lecture hrs/wk

**Registration-Enforced Prerequisite:** BA 101.

**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. 4 lecture hrs/wk

**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. 2 lecture, 2 lecture/lab hrs/wk

**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. 3 lecture hrs/wk

**Terms Typically Offered:** Fall, Spring, Summer

## **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. 3 lecture, 2 lecture/lab hrs/wk

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

**Terms Typically Offered:** Fall

## **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. 3 lecture hrs/wk

**Registration-Enforced Prerequisite:** MTH 020 with a grade of C or better or placement test score.

**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. 3 lecture hrs/wk

**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. 3 lecture hrs/wk

**Registration-Enforced Prerequisite:** BA 101 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. 3 lecture hrs/wk

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

**Terms Typically Offered:** Spring

**BA 211: Principles of Accounting I (3)**

Principles of Accounting I, the first of a three-term accounting sequence, serves as an introduction to the accounting environment and accounting cycle. Topics covered include transaction analysis, journalizing, posting, adjusting, closing, and financial statement preparation. The course also covers accounting for certain balance sheet items including cash, inventory, accounts, and notes receivable. Accounting Technology (A.A.S. degree) majors should enroll in their first year and be concurrently enrolled in Accounting Applications I (BA 128). 3 lecture hrs/wk

**Prerequisite:** Second year standing for students planning to transfer to a 4-year university and earn their bachelor's degree in business administration.

**Terms Typically Offered:** Fall, Winter

**BA 212: Principles of Accounting II (3)**

Principles of Accounting II is the second of a three-term accounting sequence and serves as a continuation of BA 211. Topics covered include accounting for fixed assets, introduction to payroll accounting, debt and equity financing, and the statement of cash flows. The course concludes with an introduction to financial statement analysis. Accounting Technology and Entry Management majors need to be concurrently enrolled in Accounting Applications II (BA 129). 3 lecture hrs/wk

**Registration-Enforced Prerequisite:** BA 211 with a grade of C or better or instructor permission.

**Terms Typically Offered:** Winter, Spring

**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). 3 lecture hrs/wk

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

**Terms Typically Offered:** Spring

**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. 3 lecture hrs/wk

**Registration-Enforced Prerequisite:** WR 115 or above.

**Terms Typically Offered:** Fall, Winter, Summer

**BA 218: Personal Finance (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. 3 lecture hrs/wk

**Registration-Enforced Prerequisite:** BA 101 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. 3 lecture hrs/wk

**Registration-Enforced Prerequisite:** BA 211 and BA 212.

**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. 3 lecture hrs/wk

**Registration-Enforced Prerequisite:** BA 101 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. 4 lecture hrs/wk

**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. 4 lecture hrs/wk

**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. 4 lecture hrs/wk

**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. 3 lecture hrs/wk

**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. 3 lecture hrs/wk

**Terms Typically Offered:** Spring

**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. 3 lecture hrs/wk

**Terms Typically Offered:** Winter

**BA 250: Managing the Small Business (3)**

An introductory course in the fundamental elements of managing a small business. 3 lecture hrs/wk

**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. 3 lecture hrs/wk

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

**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. 1 credit = 33 hours of lab

**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 1 credit = 33 hours of lab

**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. 1 credit = 33 hours of lab

**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. 1 credit = 33 hours of lab

**Registration-Enforced Prerequisite:** Instructor approval.

**Terms Typically Offered:** Fall, Winter, Spring, Summer