

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)

This course introduces students to leadership. The scope of topics includes examining the traits and characteristics of successful business leaders, behavior, influence, conflict resolution, and team leadership

Terms Typically Offered: Spring

BA 116: Principles of Financial Svcs (4)

This course is designed for students interested in a financial services career. Topics covered include: products, services, regulations, accounts, cash and checks, and the lending function for banks and credit unions. 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 (3)

This course is designed to introduce computerized accounting applications and provide extensive hands-on experience in the application of accounting practice and methodology using Microsoft Excel. The course will cover 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. Recommended

Corequisite: BA 211Z.

Terms Typically Offered: Fall, Winter

BA 129: Accounting Applications II (3)

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)

This course introduces students to the steps involved in starting a small business. Topics include entrepreneurship, risk, myths, business idea feasibility, business plans, marketing strategies, financial projections, human resource considerations, and image development.

Recommended 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 169Z: Data Analysis Using Excel (4)

Covers Microsoft Excel software skills necessary for evidence-based problem-solving, including workbook editing, formula creation, charting, and pivot tables. Emphasizes hands-on learning, using Excel functions to perform data analysis to enhance decision-making

Terms Typically Offered: Fall

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.

Recommended 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.

Recommended Co-Requisite: BA 128

Terms Typically Offered: Fall, Winter

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.

Registration-Enforced Prerequisite: BA 211Z with grades of C or better.

Terms Typically Offered: Winter, 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.

Registration-Enforced Prerequisite: WR 115 or higher.

Terms Typically Offered: Fall, Winter, Summer

BA 218: Personal Finance and Investing (3)

This course introduces concepts related to personal financial planning. Topics covered 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 or MTH 104 or higher.

Terms Typically Offered: Winter

BA 222: Financial Management (3)

This introductory course in corporate finance covers financial analysis and decision-making using various tools such as financial statements and ratios. Students will examine value, risk, return, time value of money, forecasting, and capital budgeting using various models.

Registration-Enforced Prerequisite: BA 211Z.

Terms Typically Offered: Spring

BA 223: Principles of Marketing (3)

This course introduces 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, price planning, and their inter-relationships are discussed. Course topics include retail, international, service, and nonprofit marketing.

Recommended Prerequisite: BA 101Z with a grade of C or better.

Terms Typically Offered: Spring

BA 226Z: Introduction to Business Law (4)

Provides a comprehensive overview of U.S. business law, including the legal system, contracts, torts, intellectual property, agency, employment, and business organization forms. Emphasizes practical legal knowledge and explores how laws impact business operations with a focus on risk management, contract disputes, business formation, and compliance with government regulation. Introduces legal challenges in business through real cases and legal terminology

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)

This course covers the fundamentals of trust-based personal selling. Key topics include an overview of the sales industry and career opportunities, self-leadership, building trust, conducting effective sales dialogues, prospecting and qualifying leads, buyer motivation, value creation, handling objections, securing commitment, addressing customer concerns, and sales management

Terms Typically Offered: Fall

BA 239: Advertising (3)

This course introduces effective advertising practices in today's business environment. It highlights modern persuasive techniques used to promote goods and services. Students will explore the history of advertising, the role of consumer research, and various constraints on advertising. The course also covers advertising preparation and campaign development, focusing on copy, layout, media selection, budgeting, and 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)

The focus of this course is on start-up and management of a small business. Topics include forms of business ownership, business and marketing plans, funding sources, competitive advantage, and legal and ethical aspects

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.

Recommended 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)

Students are expected to learn skills related to their program of study in a work setting. Positions are normally off campus with private industry and governmental agencies. The work-site supervisor will guide, direct, instruct, and evaluate the student's performance. The student will set learning objectives before beginning work and evaluate his/her progress at the end of the experience

Terms Typically Offered: Summer, Fall, Winter, Spring

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