

BUSINESS ADMINISTRATION (BADM)

BADM 100 Explorations in Business 3 cr

Introduces students to the basic functions and terminology of business. Topics include management of human and financial resources, production and marketing of goods and services, and legal and ethical issues in decision-making. Provides students with basic competencies in business communications, creativity, and illustrates both successful/unsuccessful decision-making.

Prerequisite: Open to all except junior/senior Business Administration majors

Attributes: Core Self & Society (CSS)

BADM 101 Adulting 101: Managing Life and Money 3 cr

Develops students' understanding and skills around transitioning to college, money management, budgeting, realizing financial goals, credit, and financial vehicles. Students will also use a variety of tools and resources to better manage their time, adjust to being the primary decision-maker in their life, create a budget, manage their profile, evaluate college assistance packages, and comparing financial alternatives.

Attributes: Core Self & Society (CSS)

BADM 110 Information Technology for Business 3 cr

Explores the application of technology to business communications and decision-making. Students will utilize word-processing, spreadsheets, databases, statistical analysis software, Internet tools, graphics and presentation software to find, retrieve, organize and present business information. Emphasizes the importance of technology (including ethics and etiquette) in facilitating efficient business communications.

BADM 160 Management 3 cr

Explores the managerial roles of leading, planning, organizing, and controlling in modern organizations. Blends behavioral theories of management and social responsibility and presents applications in a variety of organizational settings. Examines the role of managers in today's organization and in society and studies the complex multicultural, global organization of today.

Attributes: Leadership Minor (LDRS)

BADM 170 Marketing 3 cr

Examines the role of marketing in today's organizations and in society and studies the complex multicultural, global organization of today. Examines basic theory and terminology with emphasis on the major marketing components: product, price, promotion and distribution. Uses multiple research sources to explore the marketing practices of today's organizations and learn real world applications of marketing theory.

BADM 201 Business Law I 3 cr

Develops an in-depth understanding of the American Law Institute's Second Restatement of Contracts and the Second Restatement of Agency and relevant provisions of the Uniform Commercial Code.

Prerequisite: Sophomore status

BADM 206 Math Methods in Business and Economics 3 cr

Focuses on the application of common mathematical models and elementary functions to problems in the business world. The following topics are presented with emphasis on applications in business, economics, and finance: linear, polynomial, rational, exponential and logarithmic functions, along with differentiation, integration, and optimization. Other applicable topics include computations of simple and compound interest, and loans.

Prerequisite: ECON 242, MATH 232

BADM 240 Issues in Event and Sport Management 3 cr

Provides students with an overview of the basic issues in managing events in business, cultural and tourist venues, and sport and fitness industries. Covers all aspects of event management, including feasibility studies, operational planning and marketing evaluation. Industries examined include professional, collegiate and amateur levels of sport organizations; cultural and tourism venues, as well as all business organizations planning conferences, trade shows, and other events.

BADM 290 Sophomore Special Topics 3 cr

Introduces students to various topics of emerging importance in the fields of marketing, management, finance, accounting, and e-commerce. Examines current issues in one or more of these areas.

Prerequisite: Sophomore status

Repeatable: Unlimited Credits

BADM 303 Business Law II 3 cr

Continues the study of business law focusing on sales transactions and their connection with the Uniform Commercial Code. Legal aspects of secured transactions, commercial paper, bailments and carriers are also studied.

Prerequisite: BADM 201

BADM 325 International Business 3 cr

Studies the manager's perspective in the fields of international trade and investment, balance of payments, international financial markets and monetary systems, national trade policy and laws. The course also addresses cultural variables in business, and examines how each of a number of basic management activities must be dealt with differently in the international environment than in a purely domestic setting.

Prerequisite: BADM 160, ECON 242

BADM 342 Legal and Social Environment of Business 3 cr

Focuses on legal and social issues in the workplace including, but not limited to: diversity, inclusion interpersonal conflict communication issues, harassment, and job performance. Current events, the Constitution, statutes, adjudicated cases and ethical principles will be used to illustrate the history, philosophy, structure, processes, and controls of state and federal regulatory systems over economic, social and individual activities.

Prerequisite: Junior status

BADM 346 Athletics Administration 3 cr

Provides an overview of the operation of athletic programs in business and educational environments. Emphasis is placed on a practical working knowledge of administration as it relates to athletes. Policies and procedures as they pertain to budget, facilities, governance, eligibility, operations and management, human resources, contests, and other pertinent forces dealing with athletic opportunities in interscholastic athletics, as well as private athletic enterprises.

Prerequisite: Junior status

BADM 361 Organizational Behavior 3 cr

Examines organizational theories of structure, culture motivation, communication and group dynamics. Cases and/or group activities are used to illustrate the application of theory to actual organizational scenarios.

Prerequisite: BADM 160

Attributes: Leadership Minor (LDRS)

BADM 362 Human Resource Management 3 cr

Examines and analyzes personnel functions of staffing, developing, compensating and motivating. Specific techniques within each function are explored in detail. Emphasizes the legal environment in which the human resource manager operates.

Prerequisite: BADM 160

BADM 363 Operations Management 3 cr Examines managerial processes for effective operations in both goods-producing and service oriented organizations. Topics include operations strategy, process selections and design, capacity planning, facilities locations and design, forecasting, supply chain management, production scheduling, inventory control, quality assurance, just-in-time, and project management. The topics are integrated using a systems model of the operations of an organization. Excel is used extensively. Prerequisite: BADM 110, MATH 232, BADM 160	BADM 385 Global Marketing 3 cr Examines the management of global marketing operations, emphasizing decision-making and policy formulation. Analyzes the unique social, legal and political considerations associated with marketing in different cultures. Prerequisite: BADM 170
BADM 365 Labor and Labor Law 3 cr Provides an understanding of labor laws and their evolution, unions and their operations, and the nature of the union-management relationship. Utilizes case decisions to illustrate the collective bargaining process. Prerequisite: Completion of Tier II Human Heritage	BADM 386 Sport Marketing 3 cr Examines the socio/cultural and economic impact that sport marketing has on society, including race and gender issues. Also examines various promotional activities in sport marketing - media relations, publicity and public relations; image advertising; and sponsorships. Examines principles of organizing and promoting sport events and activities. Prerequisite: BADM 170
BADM 366 Team Facilitation 3 cr Examines the processes and techniques of organizational team building and the interpersonal skills needed to become an effective group facilitator. Students will be assigned to teams and operate as both a member/facilitator during the semester. They will learn how to deal with dysfunctional team members while developing interpersonal skills, enabling them to identify problems and work toward solutions. Prerequisite: LEAD 200 or BADM 160 Attributes: Leadership Minor (LDRS)	BADM 387 Service and Event Marketing 3 cr Provides students with an in-depth analysis of the marketing functions in the service industries. Explores marketing of goods and services at the wholesale and retail level, direct sales marketing, marketing of business and personal services, marketing of cultural, tourist, sporting and business events, non-profit marketing, such as the arts and social services, and the role of marketing on the Internet. Prerequisite: BADM 170
BADM 367 Small Business Entrepreneurship 3 cr Introduces students to various types of small businesses through discussion, debate, and demonstrations. Provides them with knowledge and skills necessary to prepare a viable business plan. Students will be expected to develop and complete a business plan. Prerequisite: Junior status	BADM 390 Managing Workplace Diversity 3 cr Examines the roles of women and minorities from the 1600s to the present day to gain an understanding of why and how those roles have evolved. Integrates the changes in social, political, and economic conditions and value systems as they affect the ability of women and minorities to effectively function in social and work environments. Prerequisite: Junior status Attributes: Cross-Cultural and Social Justice (CCSJ), Leadership Minor (LDRS), Women Gender Sexuality Studies (WMST)
BADM 380 Strategic Marketing 3 cr Provides an understanding of how to manage the firm's marketing program. Marketing communications, strategy, product policy and overall marketing effectiveness are explored. Appropriate application of the marketing mix is covered through practical business applications. Prerequisite: BADM 170	BADM 405 Contemporary Business and Organizational Issues 3 cr Provides an overview of current issues relating to management and marketing areas in a variety of organizational settings. Emphasizes operating, strategic, and ethical considerations in decision-making within today's dynamic environment. Prerequisite: BADM 160, BADM 170 Attributes: Leadership Minor (LDRS)
BADM 381 Consumer Behavior 3 cr Provides an overview of the internal and external influences affecting the buying decision. Sociological, psychological, and economic factors are emphasized. Analyzes consumer and business decision-making. Prerequisite: BADM 170	BADM 415 Global Supply Chain Management 3 cr Focuses on the theoretical and practical foundations of understanding and managing global supply chain logistics. The course emphasizes the foundations and core principles of logistics and supply chain management from domestic and global perspectives, paying particular attention to organizational, strategic and operational issues. In this interdisciplinary course, students will gain a multi-faceted perspective on the broad critical themes of logistics and supply chain management. Prerequisite: BADM 160, ECON 316
BADM 382 Marketing Research 3 cr Examines the uses and limitations of marketing research information in strategic decision-making. Follows the marketing research process from problem definition through statistical analysis of data. Prerequisite: BADM 170, ECON 316	BADM 440 Advanced Leadership 3 cr Examines various topics in leadership studies, both current and historical. Emphasis will be placed on exploring and developing the student's personal leadership philosophy, style, and approach. Possible topics could include operational, strategic, and ethical considerations within today's dynamic social, corporate, and non-profit environment. Prerequisite: Junior status
BADM 384 Marketing Communications 3 cr Approaches the subject from an integrated marketing communications perspective. Examines advertising, publicity, sales promotions, personal selling and the use of the Internet. Positioning, creativity, media planning and overall marketing effectiveness are determinants of success that will help students visualize, create and communicate a complete project. Prerequisite: BADM 170 Attributes: Leadership Minor (LDRS)	

BADM 440H Honors: Advanced Leadership 3 cr

Examines various topics in leadership studies, both current and historical. Emphasis will be placed on exploring and developing the student's personal leadership philosophy, style, and approach. Possible topics could include operational, strategic, and ethical considerations within today's dynamic social, corporate, and non-profit environment. Additional research component will be required of students taking this course for honors credit.

Prerequisite: Junior status

Attributes: Honors Program (HONR)

BADM 475 Seminar in Sport Management 3 cr

Examines existing policies and development of suggested policies for the management of sport organizations. Uses case studies and current issues in sport management to develop critical decision-making capabilities. Serves as a capstone course for the concentration, integrating knowledge from the major, concentration, and other undergraduate experiences and its application to those current issues.

Prerequisite: BADM 240 and either a) BADM 387 and ECON 377 or b) FINC 345 and BADM 386

BADM 490 Special Topics in Business Administration 3 cr

Studies a specific topic in accounting, marketing, management, finance, or policy for the purpose of encouraging advanced work and research in a field of interest. Content will be identified by subtitle.

Prerequisite: Junior status

Repeatable: Unlimited Credits

BADM 500 Independent Study in Business 1-3 cr

Open to juniors and seniors who wish to study a topic in depth. Final reports and frequent conferences with the advisor are required. Enrollment requires individual application and department approval.

Prerequisite: Junior status

Repeatable: Maximum of 12 credits

BADM 510 Seminar in Business Policy 3 cr

Serves as the culminating experience that integrates knowledge learned in the business curriculum. Examines the formulation, implementation, and evaluation of organizational business strategies. The course takes a broad view of the business environment by drawing together and building on the ideas, concepts, and theories from all functional business disciplines to make strategic decisions. Emphasizes extensive use of case problem analysis.

Prerequisite: Completion or concurrent enrollment in Business Core Requirements and Senior Status

BADM 540 Internship in Business 1-15 cr

Offers eligible students the opportunity for enhanced educational opportunities by providing actual field experience in public or private organizations that relate to their academic and professional interests. Enrollment requires individual application with faculty sponsorship and department approval. Students must have completed 24 BADM/ECON credits and 12 credits at MCLA prior to application. (3 credits may be applied to the 12 upper-level credits required in the general program.)

Prerequisite: Junior status, 2.5 GPA

Repeatable: Maximum of 15 credits