

## School of Business & Entrepreneurship

### Undergraduate Business Administration Degree Courses

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**BA 100 Introduction to Business and Free Enterprise (3)** This course is an introduction to the essentials of business activities in managing, marketing, accounting, and finance, and to various economic systems, with special emphasis on the free enterprise system. May not be taken by Business majors with junior or senior standing. Offered each semester.

**BA 171 Introduction to Retailing (3)** This course is a survey of the interrelationships of industries and services that comprise the field of retailing. Included are topics relating to product development, retail distribution, store planning, promotional activities, merchandising practices, organizational structure, and expense control.

**BA 200 Principles of Financial Accounting (3)** This course is a study of accounting information framework used by organizations to collect, maintain, and report financial information. Special emphasis is given to transaction analysis and the resulting effect on the accounting equation. Considerable time is spent on financial statement analysis and use by its outside users. Prerequisite: Sophomore status recommended.

**BA 201 Principles of Managerial Accounting (3)** The development, analysis, interpretation, and communication of financial information designed to assist managers in achieving the goals of an organization will be studied in this course. Topics include discussions about different cost accumulation systems, cost management systems, activity-based costing and management, and planning and control. Prerequisite: BA 200.

**BA 210 Survey of Economics (3)** (GE) This course serves as an introduction to basic economic concepts, relationships, and institutions. The course provides a foundation for applying economics to individual decision making and for critically analyzing aggregate economic behavior and policy. Please note: This course satisfies one social science general education requirement. This course will not fulfill a core or elective requirement for business administration students.

**BA 211 Principles of Microeconomics (3)** (GE) This course is an introduction to economic concepts, relationships, and institutions related to individual and firm decision-making. Supply, demand, and opportunity cost are used to analyze individual and firm actions in a market framework. Pre- or co-requisite: MTH 131 or MTH 141. Please note: This course is part of the core business administration requirements. BA 210 may not be substituted.

**BA 212 Principles of Macroeconomics (3)** This course is an introduction to basic economic concepts, relationships, and institutions related to the aggregate economy. Keynesian analysis is used to analyze the effect of fiscal and monetary policy actions on employment, output, and prices. Prerequisite: BA 211. Please note: This course is part of the core business administration requirements. BA 210 may not be substituted.

**BA 240 Introduction to Information Systems (3)** This course covers basic design features of computers, major components of computer systems, and the impact of information technology on business organizations. Topics discussed include hardware,

software, communications and networking, database management, and systems development methodologies. Issues of computer crime and computer ethics will also be addressed. The concepts of the course are illustrated by the use of a spreadsheet, presentation graphics, and word processing software on microcomputer, as well as programming in Visual Basic. World Wide Web exercises are incorporated into the course material.

**BA 260 Retail Communication (3)** This course is a study and use of various marketing and promotion strategies in the retail industry including trade, national, and retail advertising methods. The primary focus will be on promotional mix and the role and structure of promotion in retail.

**BA 300 Financial Accounting and Reporting I (3)** The development, application and importance of accounting standards, principles and conventions, including current FASB opinions will be examined. Problems of balance-sheet valuations and their impact upon income statements and effects of judgment and opinion on the "fairness" of statement presentation will be studied. Prerequisite: BA 201.

**BA 301 Financial Accounting and Reporting II (3)** This course is a continuation of BA 300. Prerequisite: BA 300.

**BA 302 Accounting Cycle Analysis (3)** This course will focus on the technical aspects of the accounting cycle. Students will process transactions utilizing both a manual accounting system and a popular electronic software package. All aspects of the accounting cycle will be addressed including transaction entry, financial statement presentation, and closing entries. The course is intended for accounting majors or anyone wanting a thorough understanding of the accounting cycle. Prerequisite: BA 200 and BA 240.

**BA 305 Accounting Information Systems (3)** This course is a study of the role information managers play in the development and use of event-driven information systems. Topics discussed will include the use of modeling to determine value-added activities within an organization, the identification of risks and corresponding controls developed by an organization, and the design of an integrated relational database to support the information processes of the organization. Prerequisites: BA 201 and BA 240.

**BA 311 Managerial Economics (3)** This course explores theory of firm decision making applicable to organizations in various market environments through an applications-based approach; economic theory is integrated with other business administration disciplines. Prerequisites: BA 211 and 212. MTH 152 recommended.

**BA 312 Money and Banking (3)** This course extends macroeconomic policy analysis with emphasis on the role of financial markets, financial institutions, and the monetary authority. Topics covered include the money markets, bond markets, interest rates, monetary authority, financial market structure, and macroeconomic policy. Prerequisite: BA 212.

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**BA 313 Public Finance (3)** This course focuses on public financial issues at the national, state, and local levels of government. Topics examined include taxation at all three levels of government, the role of the Federal Reserve Board, the impact of recession and economic recovery on public finances, and the financing of public programs.

**BA 314 History of American Business (3)** (GE) This course examines the economic life and institutions in the United States since the colonial days and issues of economic growth, state and private authority in relation to economic activity, monetary and banking history, trade and commerce, industrial development, labor problems, transportation, land and agricultural policy. Prerequisite: One course in U.S. History, BA 210 or 212.

**BA 315 Current Economic & Social Issues (3)** Application of microeconomic and macroeconomic theory to major social and market phenomena. Applications include supply and demand movements in the microeconomic area, market failure analysis, and government stabilization tools in the macroeconomic area. Students learn how their own economic aspirations and behaviors as consumers, workers, and voters impact a host of policy concerns and shape the world in which they live. Prerequisite: BA 210 or 212.

**BA 316 Intermediate Microeconomics (3)** This course expands on the concepts introduced in microeconomics (BA 211) and introduces additional tools of economic analysis. Topics covered include partial equilibrium analysis (utilizing supply and demand functions), elasticities, welfare economics, the behavior of firms in various market structures, and an introduction to new institutional economics. The course emphasizes conceptual understanding and problem solving using basic algebra and geometry. Additionally, basic calculus techniques are introduced in the context of economic optimization problems. Prerequisite: BA 212.

**BA 317 Intermediate Macroeconomics (3)** This course further explores theories and models introduced in Principles of Macroeconomics in order to deepen student understanding of the factors influencing the macroeconomy. Fiscal and monetary policy will be analyzed in greater depth. Various schools of economic thought—Classical, Keynesian, Monetarist—will be compared and contrasted. Textbook material will be presented in the context of recent U.S. economic events. Prerequisite: BA211 and BA212.

**BA 318 Political Economy (3)** At the heart of political economy is a focus upon production and the use of labor and capital. Classical economic writers such as Adam Smith and David Ricardo, as well as more modern era writers such as Joseph Schumpeter and John Kenneth Galbraith, have addressed the relationship of labor and capital to production. These writers, as well as others, and various theories, such as utilitarianism, capitalism, socialism and “the new economy,” will be addressed in this course.

**BA 320 Principles of Finance (3)** The fundamentals of financial management including planning, budgeting, and control as well as external sources and methods of capital acquisition will be

examined. A study of the evolution, functions, and practices of the many financial intermediaries with which the firm must interface. Prerequisites: BA 212, and/or concurrent with BA 201.

**BA 323 Corporate Finance I (3)** This course is an in-depth examination of issues and techniques of financial management, including financial statement analysis, financial planning, financial markets and institutions, securities valuation, cost of capital, and capital budgeting. Prerequisite: BA 320.

**BA 324 International Finance (3)** This course is a study of financial decision making for multinational companies. Prerequisite: BA 320.

**BA 325 Investments I (3)** This course is a survey of the basics of investing with an emphasis on common stocks. Students are required to prepare a report on an investment in an assigned company based on economic, industry, and company-specific factors. Prerequisite: BA 320.

**BA 326 Consumer Finance (3)** This course will survey the economic factors and personal decisions that affect financial well-being: cash and credit management, taxes, major expenditures, insurance, investments, and retirement and estate planning. Emphasis will be on practical knowledge for personal financial management and serving customers of the banking, brokerage, insurance, and other consumer finance industries. Prerequisite: BA 320.

**BA 328 Risk & Insurance (3)** This course will survey the area of risk and insurance and will examine the concepts of risk, the nature of the insurance device, and the principles of risk management. Life insurance, health insurance, property and liability insurance, and social insurance are treated in terms of their relationship to the wide range of insurable risks to which the individual and the business firm are exposed. Prerequisite: BA 320.

**BA 329 Financing Business Ventures (3)** This course is a study of the techniques of the financial management of a new or emerging business. Topics include raising capital, cash flow management, budgeting, and value realization. Prerequisite: BA 320.

**BA 330 Principles of Management (3)** This course will examine the development of the understanding of organizations and of the decision-making skills required in management positions and examine the various concepts of management and the basic functions of management planning, organizing, motivating, and controlling. The planning of goals, changes, progression of people, and the managerial value systems will be investigated.

**BA 331 Organizational Behavior (3)** This course investigates the development of knowledge and skill in the application of behavioral science theories and concepts to organizational processes and problems. Emphasis is on small group, intra-personal, interpersonal, inter-group, managerial, and organizational issues and problems. Prerequisite: BA 330.

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**BA 332 Human Resource Management (3)** This course examines human resource functions related to business organizations including techniques of recruitment, training, development, compensation, placement, safety, labor-management relations, team formation and employee security. Students will develop an understanding of the relationship of human resources to legal matters, relevant research pertinent to human resource evaluation, and the relationship of human resources to other departments within an organization.

**BA 333 Small Business and Entrepreneurship (3)** This course examines the management of small business. Emphasis will be placed on planning, controlling, financing, and managing operations. Management issues unique to entrepreneurial ventures will be considered. Prerequisites: BA 330 and BA 350.

**BA 335 Public Management (3)** This course focuses on a close examination of governmental reform efforts and evaluating these endeavors. In addition, topics discussed include fiscal federalism, presidential management of the federal bureaucracy, budgetary politics, and evaluating the term "big government."

**BA 336 Labor Relations (3)** This introductory course in labor relations covers labor history, legal foundations, growth of unions, certification, governmental roles, legal issues, collective bargaining, contracts, work stoppages, decertification, protected activity, worker-employer rights, grievance administration, NLRB role and major labor acts. Prerequisite: BA 332.

**BA 337 Employee Training and Development (3)** This course covers the methods and roles of training in the modern organization and examines the relationship between organizational planning and training, needs analysis, program design and delivery, training methods, learning theory, learning styles, evaluation and testing. Prerequisite: BA 332.

**BA 338 Personnel Law (3)** This course examines basic law as it applies to personnel situations. Students study equal employment, affirmative action, employment-at-will, constructive and unlawful discharge, wage and hours issues, mandatory benefits, workers compensation, protected classes, disability issues, workplace accommodation, and record-keeping requirements. Prerequisite: BA 332.

**BA 339 Compensation and Benefits (3)** This course is an examination of pay structures, pay systems, parity, comparable worth, the relationship between pay and performance, internal and external equity, executive pay, benefits, and legal issues. Prerequisite: BA 332.

**BA 340 COBOL Programming I (3)** This course examines computer programming for business applications in structured COBOL in a PC environment. Applications using sequential file techniques are written, compiled, and executed on a microcomputer. Prerequisite: BA 240.

**BA 341 COBOL Programming II (3)** This is an advanced computer programming for business applications in structured COBOL. Topics include data validation, control break logic, interactive

input and output, table processing, sequential update, and index file processing. Applications using multiple input and output files are written, compiled, and executed on a microcomputer. Prerequisite: BA 340.

**BA 342 Programming in Visual Basic (3)** This course focuses on developing Windows applications using Visual Basic. Students learn to build Visual Basic.Net applications with multiple forms and dialog boxes, create menus and sub-menus for program control, and access database files. Essentials of Visual Basic.Net environment are presented including objects, properties, methods, and code structures. Prerequisite: BA 240.

**BA 343 Information Systems Programming in C++ (3)** This course is designed to provide working knowledge of object-oriented programming using C++ as the language of implementation. The student will learn the basic concepts of object-oriented programming and object-oriented software design. The fundamental control structures of C and C++ will be presented. How to build objects using classes and to define operations on objects will be taught along with the use of predefined classes in C++. Prerequisite: BA 342.

**BA 347 Advanced Programming in Visual Basic (4)** This course is designed to give the student advanced knowledge of programming language using the latest version of Visual Basic. Topics include the structure of the language, control structures, functions, data types, object-oriented programming, external data files, sub-procedures, accessing databases and creation of multiple forms, radio buttons, check boxes, drop down lists, scroll bars, list boxes, and combo boxes. Writing database programs and creation of class modules will be emphasized. Prerequisite: BA 342 or CSC 184 with grade C or better.

**BA 350 Principles of Marketing (3)** This course is an in-depth introduction to the functional business area of Marketing, which includes both a macro and micro view of the presenting of goods and services to target customers through the use of the marketing mix variables of Product, Price, Place, and Promotion. Emphasis in this course is on the student developing a working knowledge of the vocabulary, principles, concepts, and theories of contemporary marketing as used in various organizational settings.

**BA 351 Marketing Information and Research (3)** An introduction to the various sources of data and information used in making strategic and tactical marketing decisions. The focus of this course is on the marketing and research process from problem definition, data collection techniques, data analysis, interpretation, oral, and written presentation of research findings. Students will conduct a marketing research project. Prerequisite: BA 350.

**BA 353 Retail Buying (3)** An analysis of the buying function and the buyer's role in various retail organizations. This course focuses on the buyer's responsibilities relative to consumer research, merchandising and management, domestic and foreign resources, and purchase negotiation. Prerequisite: BA 171 or concurrent enrollment.

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**BA 355 Selling (3)** A detailed examination of personal selling. An extensive analysis of innovative selling strategies and concepts to negotiate mutually enriching agreements. Building long-term relationships with customers; sales theory concepts involved in personal sales and business-to-business sales. Prerequisite: BA 350.

**BA 356 Pricing Strategy & Negotiations (3)** This course offers a detailed analysis of pricing strategies in the marketplace. Emphasis will be on value estimating, value communication, break even analysis and profit calculation. Prerequisite: BA 350.

**BA 357 Channels of Distribution (3)** This course examines the channels of distribution between manufacturers, wholesalers, and customers. Emphasis is on the development, operation, and management of various channel systems in restrictive dynamic environments. Methods and techniques of developing a wholesaler and/or a retailer as part of the overall marketing plan will be examined. Prerequisite: BA 350.

**BA 358 Advertising and Promotional Strategy (3)** The marketing function of communicating the various promotional activities such as advertising, direct selling, and telemarketing will be studied. The strategy, planning, research, and execution of marketing communications will be analyzed. The problems of operating in the multi-faceted American society will be reviewed. Prerequisite: BA 350.

**BA 359 Event Management (3)** This course focuses on the planning, management, and execution of successful events such as sporting events, artistic performances, corporate conferences, and community and charitable events. Topics addressed will include organizational structure, legal aspects, risk analysis, budget preparation, negotiations, vendor relations, product and service development, staff management and development, and post-event analysis. Out of class field experience and training will be scheduled as appropriate. Prerequisite: Junior or senior standing.

**BA 360 Business Law I (3)** This course is an introduction to the law with emphasis on the sources of law, the role of society, the judicial function, and selected areas such as Governmental Regulation & Agencies, Crimes & Torts, Contracts, Business Organizations, Personal Property, Agency, and Employment law.

**BA 361 Business Law II (3)** Governmental regulation of business, (Corporations, Partnerships, Limited Liability Companies); selected Articles of the Uniform Commercial Code (Sales, Commercial Paper, Secured Transactions); Real Property and Estates; Bankruptcy; and Insurance will be studied. Prerequisite: BA 360.

**BA 370 Introduction to Management Science (3)** This course will introduce students to quantified techniques of management science. A microcomputer software package capable of solving a variety of management science problems will be utilized extensively throughout the course. Formulating linear programming models and interpreting computer solutions will be stressed. The course will also present network, inventory, and simulation models, as well as project management. Forecasting

techniques used in business will be discussed. Prerequisite: BA 240, MTH 131 and MTH 141.

**BA 372 Survey of Retail Operations (3)** This course explores the strategic framework as related to operational functions of retail firms including store management, market functions, business organization, and personnel. Prerequisite: BA 171 or BA 350.

**BA 383 Economics and the Environment (3)** This course is a one-semester introduction to the economics of environmental and natural resource problems. The course covers externalities, public goods and property rights; economics of pollution control-air pollution, global climate change, water pollution; principles of cost-benefit analysis and risk assessment; and natural resource economics of renewable and non-renewable resources. Prerequisite: BA 211.

**BA 390 Career Development (3)** This course is designed to guide students through the career and academic exploration and planning processes and to provide the strategies and skills necessary for a lifetime career-related decision making. Students will engage in a variety of self-discovery initiatives, exploring personal interests, values, and abilities. With this information, students will utilize various exploration techniques to define and clarify educational and career plans. In addition, several methods of researching academic and career opportunities both at Lindenwood University and in the community will be explored. Prerequisite: Senior Standing.

**BA 400 Auditing (3)** Theory and application of generally accepted auditing standards and procedures used by independent public accountants are investigated as well as the responsibilities and ethics of the CPA and practical problems. Prerequisite: BA 301.

**BA 401 Income Tax (3)** This course offers a survey of conceptual framework of federal and state income tax as applicable to businesses and individuals with an emphasis on determining and controlling the tax consequences of business and personal decisions. Compliance will be addressed but the emphasis will be on planning and concepts. Prerequisite: BA 201 and BA 320.

**BA 402 Introduction to Cost Accounting (3)** Concepts of cost determination, reporting, and control applied to manufacturing operations will be discussed with an emphasis placed on job order and process cost accounting systems. Prerequisite: BA 201.

**BA 403 Managerial Accounting (3)** This course investigates the development and use of accounting information for decision-making purposes. The course will emphasize the development of financial information for management's use in the decision-making process. Topics will include internal reporting techniques, cost-volume-profit analysis, relevant cost, capital budgeting, and management planning and control. Prerequisite: BA 201.

**BA 404 Financial Accounting and Reporting III (3)** Specialized topics in advanced financial accounting: consolidations, mergers, partnership liquidations, and other topics will be examined. Prerequisites: BA 301.

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**BA 405 Governmental and Nonprofit Accounting (3)** This course will investigate concepts of accounting and financial reporting for federal, state, and local government and for nonprofit organizations. Prerequisite: BA 301.

**BA 406 Income Tax-Corporate (3)** Analysis of the Federal Tax Code as it relates to Corporations, Partnerships, Estates, and Trusts will be discussed. Prerequisite: BA 401.

**BA 409 Directed Studies in Accounting (1-6)** Prerequisite: Permission of instructor, Dean of Management and BA 360.

**BA 410 Java Programming (4)** This course is designed to give the student advanced knowledge of programming language using Java. Emphasis will be on the fundamental syntax and semantics of Java for applications and Web applets. Some other topics covered will include variables, data types and expressions, control structures (branching and looping), programmer-defined classes, arrays, Graphical User Interfaces, and accessing databases as a back-end. Prerequisite: BA 342 or CSC 184 with grade of C or better.

**BA 413 International Economics (3)** This course addresses three aspects of international economics: (1) the causes and composition of international trade and policies used to control or promote it, (2) the balance of payments as an accounting framework and as a framework for macroeconomic adjustment, and (3) foreign exchange markets and institutions. Prerequisite: BA 212.

**BA 415 History of Economic Thought (3)** An inquiry into the development of economic theory from the Mercantilists to the present. Focus is on the major trends in the evolution of economic theory and tools. Possible roles of existing economic and social conditions and developments in other fields are examined. Prerequisite: BA 212 or BA 210.

**BA 419 Directed Studies in Economics (1-6)** Prerequisite: Permission of instructor and Dean of Management.

**BA 422 Financial Institution Management (3)** This course is a study of asset and liability management for financial institutions including the effect of regulations and laws on the management of financial institutions. Prerequisites: BA 320.

**BA 423 Corporate Finance II (3)** This course is a continuation of BA 323 Corporate Finance I. Capital structure decisions, financing decisions, working capital management, short-term financing, mergers and acquisitions, and multinational financial management will be examined. Prerequisites: BA 323.

**BA 425 Investments II (3)** This course is a continuation of BA 325 Investments I and covers fixed income securities, mutual funds, commodities, derivative securities, and portfolio management. Prerequisites: BA 325.

**BA 427 Financial Statement Analysis (3)** This course is a detailed case study of techniques and procedures for analyzing financial statements of corporations within different industries. Prerequisites: BA 300 or 323.

**BA 428 Seminar in Finance (3)** This course is an application of finance theory to case studies on special financial problems such as international finance, small business finance, the timing of financial policy, and optimum capital structure. Prerequisites: Senior standing and BA 312, BA 323, and BA 325.

**BA 429 Directed Studies in Finance (1-6)** Prerequisite: Permission of instructor and Dean of Management.

**BA 430 Management Policy (3)** This class will examine how a business sets its strategy, implements, and evaluates that strategy in order to compete globally. This is the capstone course for all business majors and draws on the information and skills developed throughout the core business courses. Examinations and case study analysis serve to reinforce the integration of the core business program with the degree. Prerequisite: Final semester of senior year.

**BA 431 Operations Management (3)** This course examines the management of systems or processes that create goods and/or provide services. Topics include operations, strategy, quality, production systems, inventory management and facility location. Prerequisites: BA 330 and BA 370.

**BA 432 Managerial Ethics (3)** This course will define the position of business enterprises to the general value of society and discuss public policy and the role of managing an enterprise, the responsibility of the public and the government to provide an atmosphere of the operation of business and the responsibility of management of enterprise to provide for the common good, and the business enterprise as a good neighbor at the local and national level. Prerequisite: BA 330.

**BA 433 New Venture Initiation (3)** This course is designed to aid students in gaining a better understanding of the venture initiation process. The process of selecting, launching, financing, and managing a new business will be examined. Preparation of a business plan is a central focus. Prerequisites: BA 200, BA 330 and BA 350.

**BA 438 Human Resource Issues (3)** This course uses the case study method wherein the student is required to analyze, synthesize, and present the case information to the class. This is the capstone class for Human Resource Majors. Prerequisite: Business or HRM major and senior standing.

**BA 439 Directed Studies in Management (1-6)** Prerequisite: Permission of instructor and Dean of Management.

**BA 441 Database Design and Management (3)** This course provides management-oriented introduction to database systems. Theoretical foundations necessary for understanding of hierarchical, network and relational models are provided. Various approaches to database design are presented, with emphasis on normalization and data modeling. Course concepts are reinforced by the use of cases and projects. The basics of SQL are covered, and technical aspects of database administration are examined. Prerequisite: BA 342.

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**BA 442 Information Systems Analysis and Design (3)** Tools and methods of systems analysis and design as well as issues relating to systems implementation are presented. Coverage includes a review of the traditional life cycle methodology, along with newer methods used in the field. The course will expose students to computer aided system development tools. Prerequisite: BA 441 or CSC 305.

**BA 443 Management of Information Technology (3)** This course addresses management issues facing IS professionals. Topics covered include strategic planning, technology assessment, application portfolio management, operational activities, and controls. Prerequisite: BA 442 or concurrent enrollment.

**BA 449 Special Topics in Management Information Systems (1-6)** Various subject areas of current interest to information system professionals are explored. Material discussed may include coverage of open source software such as Linux, Web-based development, and new emerging technologies. Prerequisites: Permission of instructor. BA 342.

**BA 450 Internship (1-9)** Prerequisite: permission of advisor and dean. Junior standing and a cumulative GPA of at least 3.0 required.

**BA 451 Consumer Behavior (3)** This course offers a survey and analysis of the consumer's marketplace behavior, including motivation, buying behavior, learning, problem solving, perception, and decision making. Social, cultural, and psychological factors formulating buyer's behavior are explored, and marketer's techniques to anticipate and define consumer needs, wants, and desires to predict their responses to various marketing strategies to increase financial success in the marketplace are discussed. Prerequisite: BA 350. Recommended: BA 351.

**BA 452 Principles of Public Relations (3)** This course is a study of the theoretical and practical concepts of the purposes and functions of public relations. Primary emphasis will be placed on evaluation of public opinion, planning and research, selection of media and message, and assessing the organizational and environmental factors influencing public relations. Prerequisite: BA 350.

**BA 453 Marketing Management and Planning (3)** This course is the capstone marketing course. An exploration of the processes involved in managing the marketing function of the organization. Emphasis is placed on defining marketing problems and opportunities, evaluating alternative solutions, and developing strategies to address these issues as a member of a marketing management team in a variety of marketing settings through case analysis. Prerequisites: BA 350, 351, 355, 356, 358 three BA marketing electives and senior standing.

**BA 458 International Marketing (3)** This course is an extensive analysis of the marketing mix and how it can be standardized for transnational markets and will present techniques used to identify potential markets of products and/or services in the global marketplace. Prerequisite: BA 350.

**BA 459 Special Topics in Marketing (3)** Prerequisite: Permission of instructor and Dean of Management.

**BA 460 Sport Law (3)** This course is a study of the law as it pertains to the three main divisions in sports: amateur, professional, and international. Issues addressed are governing bodies, governmental regulations, agents, contracts, labor relations, torts, and social responsibility.

**BA 461 Retail Merchandising Control (3)** This course is an in-depth study of merchandising functions and control problems encountered in retailing. Prerequisites: BA 171, MTH 131 and MTH 141.

**BA 470 International Business Operations (3)** This course is an introductory course for the international studies program providing a historical perspective on patterns of trade between and within demographic regions and examining recent shifts in traditional markets and the forces that led to them. Current world-wide interests and strategic resources will be examined in this context. Analysis of import/export opportunities, problems, and constraints also is provided, particularly from the American business point of view. Prerequisite: Junior standing.

**BA 471 International Risk and Politics (3)** This course examines determination and assessment of factors of risk in international business ventures to include analysis of domestic and foreign constraints imposed by the political and economic environment of multinational business operations. Special emphasis is given to the means of identifying, evaluating, and neutralizing risks related to international law, hyper-inflationary economics, nationalization of assets, revolution, war and inconvertibility of currency. The roles of governments in heightening and reducing risk also studied for their impact upon international business. Prerequisite: Junior standing.

**BA 472 International Management (3)** Organizing, staffing, and managing the international enterprise constitute the core subject matter of this course. Problems for international or multinational business begin when pricing, investment, financing, production, and similar decisions that affect foreign subsidiaries are considered by the parent firm. Particular concerns are the adaptation of management to culture, adapting methods to local conditions and attitudes, and agreements in contracts. Prerequisite: BA 330.

**BA 475 Governmental and Economic Research (3)** At the heart of policy analysis research is the capability to draw upon, use, and interpret data. The Federal Government (as well as other levels of government and government-related organizations) release data which can be used to provide policy analysis. Students will be shown how to find and use data such as Census data and data related to Leading Economic Indicators, as well as consumer and business data. This is the capstone course for Political Science and Public Management majors.

**BA 476 International Business and Cross-Cultural Communications (3) (CC)** The course provides an overview of the international business milieu with specific reference to relations between home and host countries, demographic and geo-political

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patterns and problems, the need for international entrepreneurs, and constraints of other people. Prerequisite: Junior standing.

**BA 478 Econometrics (3)** This course provides an introduction to statistical methods used to estimate and test economic models. The theory and application of multivariate linear regression analysis is covered. Students will learn the basics of SAS and will conduct regression analyses using real data sets. Prerequisite: BA316, BA317, MTH131 and MTH141.

**BA 479 Special Topics in Retail Marketing (3)** This course offers unique retail topics designed to enhance the retail education of the student. Prerequisite: Permission of Instructor and Dean of Management.