

COLLEGE OF BUSINESS

College of Business
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Corvallis, Oregon 97331-2603
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Website: <http://business.oregonstate.edu/>

Student Services

Advising
Phone: 541-737-3716
Email: studentservices@oregonstate.edu
(studentservices@bus.oregonstate.edu)

Student Engagement
Phone: 541-713-8040
Email: innovation.nation@oregonstate.edu

Career Success Center
Phone: 541-737-8957
Email: csc@oregonstate.edu (csc@bus.oregonstate.edu)

Graduate Business Programs
Phone: 541-737-5510
Email: [g\(osumba@bus.oregonstate.edu\)radbusiness@oregonstate.edu](mailto:g(osumba@bus.oregonstate.edu)radbusiness@oregonstate.edu)
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College of Business

At the College of Business, we offer more than 25 business and design degrees and degree options with the support and insight of more than 185 area and national businesses. This means you — and your skills — are in demand in the job market when you graduate. We are committed to degree programs that focus on excellent career prospects, and we

are committed to being a business school that understands the rapidly transforming business landscape.

We serve students through three locations in Oregon (Corvallis, Bend and Portland) as well as fully online. The virtual fourth campus, Ecampus, is among the top-ranked in the nation, and accessible to students all over the world.

Our accredited business programs and design programs will prepare you with the knowledge, skills and network you need to excel in the workplace.

We offer Bachelor of Arts (BA), Bachelor of Science (BS), Master of Business Administration (MBA), Master of Science in Business (MSB), and Doctor of Philosophy (Ph.D.).#The undergraduate and graduate programs in business and the undergraduate program in accounting are all accredited by the Association to Advance Collegiate Schools of Business.

Accreditation

Our undergraduate and graduate business programs and our accounting program are accredited by AACSB International (<https://www.aacsb.edu/accreditation/>) - The Association to Advance Collegiate Schools of Business. Less than 5 percent of the more than 16,000 schools worldwide granting business degrees have earned AACSB Accreditation and only 1% separately accredit Accounting. To achieve accreditation, a business school must meet a broad range of quality standards and be committed to continuous improvement relating to curriculum, faculty credentials, admissions, degree requirements, information resources, research and scholarship.

High School Preparation

Students planning to enroll in the College of Business are recommended to complete the following high school courses: English, four years; mathematics, four years; history and social studies, three years; foreign language, two years; natural science, two years. In addition, competence in computer word processing, spreadsheet and database software is recommended.

Advising: Transfer Students

We've built transfer partnerships and pathways that support learning and degree completion for our students coming from community colleges, other four-year universities and well as those already in the workforce. We have dedicated, full-time professional academic advisors to support your smooth transfer to the College of Business, and we incorporate our nationally award-winning Blueprint curriculum into your coursework.

Minor Programs

No matter your true passion, there is a business side to every occupation — that is how the world works. As you are investing in your education and your future, we want you to think about the advantages that skills such as entrepreneurial thinking and business innovation can bring to your sphere of expertise — and how business fundamentals are an important part of any career, whether with a global corporation, expanding startup or local family business. We have multiple transcript-visible minors for both College of Business students and students majoring in other disciplines. Contact the College of Business Advising Office, Austin Hall 122, 541-737-3716 for information.

Experiential Learning and Blueprint

Business owners, entrepreneurs, inventors, leaders or community volunteers — you are all welcome here. In the College of Business, our goal is to empower and prepare you to succeed throughout college and into your career. Regardless of major, you'll develop professional skills like leadership, teamwork, critical thinking, decision-making and communication.

You'll also learn how to think like an entrepreneur and embrace innovation. That means learning to adapt to a challenging situation and to approach problems with a range of ideas. These are skills that will benefit you in any career.

Experiential learning provides opportunities to develop knowledge and skills through experiences both inside and outside the classroom. Along with running a microbusiness your first year, you will have access to internships, service-learning projects, undergraduate research, study abroad and other creative and professional work projects.

We have a master plan for you, quite literally, and it's called Blueprint (<https://business.oregonstate.edu/blueprint/>) — an award-winning series of classes focused on professional and leadership development and financial literacy. We keep you on track to graduate on time, with the skills and network to choose your career, and the savvy to make the big decisions at the right time.

The College of Business Blueprint is now recognized as a breakout success and national paradigm for best practices in education-to-career training.

Our awesome students become our awesome alumni: successful, plugged-in leaders who know how to navigate the world. You'll feel pride in joining our community from the moment you arrive.

The resources of the OSU Career Development Center (<http://career.oregonstate.edu/>)#and College of Business Career Success Center (<http://business.oregonstate.edu/careers/>)#(Austin Hall 102) are available to all students seeking information concerning career development and interviews with visiting firms.

The Arthur Stonehill International Business Exchange Program

The College of Business administers the largest college-administered international business exchange program in the state. This opportunity allows qualified students to study abroad in one of 13 carefully selected and approved programs. Successful completion of course work enables students to earn their option in International Business through this one term of study. A one-credit orientation class is required the term prior to departure, and a reflection paper is due upon return. All courses are taught in English and focus on various aspects of international finance, management, and marketing. Financial aid applies to most programs.

Austin Family Business Program

Maria Schell, *Senior Director for Advancement*

Since 1985, the College of Business has been a prominent resource for family enterprises in the region and the advisers that support their success. Students can earn a family business minor and a family business option within our business administration degree.

CENTER OF EXCELLENCE FOR BUSINESS ANALYTICS

Bin Zhu, *Associate Professor*

The Center of Excellence for Business Analytics connects businesses, professionals, students, and faculty with a mission to educate and to exchange ideas on gaining competitive advantages from data. We connect students with corporate-sponsored projects that provide opportunities for students to integrate and apply what they have learned from different classes, to practice communicating with clients/supervisors, and to develop solutions with real-world impact.

CENTER FOR ADVANCING FINANCIAL EDUCATION (OSU CAFE)

Kayleen Salchenberg, *Program Manager*

The Oregon State University Center for Advancing Financial Education (CAFÉ) works with students, their families and community members to promote financial literacy through research-based education and support to students at OSU and to communities across the state.

CENTER FOR THE ADVANCEMENT OF WOMEN IN leadership

Anne Sinkey, *Program Manager*

The Center for the Advancement of Women in Leadership empowers students, alumni, business professionals, corporations, and people of all genders with tools, education, and training to foster inclusiveness in the workplace.

CENTER OF EXCELLENCE FOR MARKETING AND CONSUMER INSIGHTS

Johnny Chen, *Director*

As a marketing research agency, the Center for Marketing and Consumer Insights (CMCI) delivers professional market research and consulting services that provide insight into markets, businesses, and today's consumers. Our teams are led by marketing faculty who mentor teams of students in the field and in the classroom - providing students with experiential learning opportunities that prepare them for marketing careers.

CENTER FOR supply chain excellence

Zhaohui Wu, *Professor*

The mission of The Center for Supply Chain Excellence is to be a leading source of knowledge creation and dissemination and experiential learning in supply chain and analytics. We connect students and faculty with industry-defined projects to incorporate real-world case analysis into the classroom experience.

InnovationX Program

Michelle Marie, *Program Manager*

InnovationX, the Center of Excellence for Innovation and Entrepreneurship, is Oregon State's hub for student entrepreneurs, innovators and change-makers. We provide the resources, education and community that can help students capture, share and test ideas and turn them into reality.

sales academy

Caitlyn Gill, *Director*

Our Sales Academy introduces sales fundamentals to students through hands-on workshops and sessions led by industry sponsors. Students

are given the opportunity to interact and network with industry sales executives and participate in regional and nationwide sales competitions.

Continuing and Professional Education

Melanie Mitchell, *Director*

Learn. Upskill. Master. Transform your life through OSU College of Business' Continuing and Professional Education courses. Our wide variety of certificates cover topics such as digital marketing, human resources, lean six sigma and management. Take just one course, or a suite of courses to complete your certificate. This will give you the tools to stand out in your current role, a new role or a new career. You'll learn from experts in the field, who are on top of the latest advancements and best approaches for meeting the challenges of their area. We offer online certificates, Portland executive training and custom corporate training programs taught by College of Business faculty and industry experts. Available courses can be found online (<https://business.oregonstate.edu/continuing-and-professional-education/>).

Students wanting to earn a bachelor of arts degree in the College of Business will need to:

1. Demonstrate proficiency through the second year of a foreign language (foreign language is defined as completing the 213 level of that language with a C or better or getting a signed letter from the School of Language, Culture, and Society that states they have determined the student has that level of proficiency without needing the course work), and
2. Demonstrate cultural awareness by either:
 - a. Completing 6 credits of upper-division course work focusing on the culture of regions that commonly use the foreign language in which the student is proficient, or
 - b. Successfully complete a study abroad, global internship, or research experience of at least 10 weeks in a non-English speaking foreign country while enrolled at OSU. This experience must be clearly documented for audit purposes.

Academic and Professional Standards

The standards set forth below apply to all students enrolled in the College of Business and are in addition to those standards applicable to all students in the university. Students are responsible for satisfying these requirements.

Prerequisite Grade Requirements

A grade of C– or better is required for all classes within a College of Business degree program. A higher grade is required in some classes as noted in the catalog.

Academic Progression Standards

Academic progression standards specify the requirements a student must meet in order to graduate with a degree from the College of Business. OSU has minimum GPA standards. The College of Business has additional GPA requirements and standards. Students must satisfy both OSU and College of Business standards to earn their business degree. College requirements apply to minors unless stated otherwise.

The College of Business Progression Standards require that students:

- Achieve a minimum grade of C– or better in all classes used to complete their degree program.
- Maintain a minimum 2.5 GPA over all course work completed within their degree program.
- Complete over fifty percent of the degree program and discipline course work at OSU.
- Resolve all incomplete (I) grades in any classes within the degree program within one year, or prior to graduation, whichever occurs first.
- Make satisfactory progress toward the completion of the degree program in a timely fashion.

The College of Business degree program includes all College of Business classes (ACTG, BA, DSGN, FIN, MGMT, MRKT) taken for major and elective credit and non-College classes that are part of the degree requirements (see table below). Any course used to satisfy College of Business degree requirements must be taken using the A–F grade mode. The Satisfactory/Unsatisfactory (S/U) grade basis may not be used.

Transfer grades in College of Business degree program classes may be used to satisfy coursework requirements but are not used in the overall College of Business GPA calculation used to determine graduation. They are, however, used in the All Inclusive Business GPA. Thus, if a course is completed at OSU and must be repeated to earn a higher grade, then the course must be repeated at OSU for the grade to be included in the GPA calculation.

Lower-division classes (100–200 level) completed at any accredited college or university with a grade of C– or higher may be used to satisfy lower-division core requirements, but will not be included in the overall College of Business GPA calculation. These transfer courses will be used in the All Inclusive Business GPA.

Upper-division classes (300-level and above) completed with a grade of C– or higher at school(s) accredited by the Association to Advance Collegiate Schools of Business may be used to satisfy upper-division core and discipline-specific course work requirements, but will not be included in the overall College of Business GPA calculation. These transfer courses will be used in the All-Inclusive Business GPA.

Progression Group	BA Classes	Non-BA Class
Lower-division Business Core	BA 160, BA 161, BA 162, WR 222/323/327, BA 211, BA 213, BA 223, MTH 241, BA 230, BA 240, BA 260, COMM 111/114/218, BA 270, BA 275, BA 281, ECON 201, ECON 202 BA 282, BA 283, BA 284	
Upper-Division Business Core	BA 311, BA 312, BA 313, BA 347, BA 352, BA 354, BA 357, BA 370 or ACTG 378, BA 375, BA 411, BA 412, BA 413, BA 466	
Discipline-Specific Course Work	All ACTG, BA, DSGN, FIN, HM, MGMT, MRKT courses completed as part of the business degree	

Progression Group	BA Classes	Non-BA Class
Lower-division Design Core	DSGN 226 or DSGN 276 or DSGN 287	ART 101, ART 204/205/206, COMM 111/114/218, ECON 201, MTH 111, ST 201, WR 121, WR 222/323/327
Upper-Division Design Core	BA 315, BA 352, BA 354, BA 390, DSGN 341, MGMT 364, MRKT 492, MRKT 495	ART 367
Discipline-Specific Course Work	All ACTG, BA, DSGN, FIN, MGMT, MRKT courses completed as part of the design degree	

Guiding Professional Standards for the College of Business Community

As a member of the College of Business community, you should strive to:

- treat others with honesty, respect, and courtesy;
- maintain the highest levels of academic integrity;
- act in accordance with ethical and social responsibilities;
- foster a professional learning environment; and
- act in a professional manner.

You are also expected to comply with the law as well as all university regulations and policies that apply to you. Those university policies include, but are not limited to, the University Student Conduct Regulations, the university's Discrimination and Harassment Policies and the university's Policy on Acceptable Use of Computing Resources. Failure to comply with these laws, regulations, and policies may result in the pursuit of disciplinary action by the college, as detailed further below.

General Statement on Professional Conduct and Academic Integrity

The Guiding Professional Standards for the College of Business community, subscribed to by all members of the College of Business community, are intended to support and implement the values held by the college. Those values encompass the pursuit of excellence in teaching, learning and scholarship. All members of the College of Business community accept our responsibility to strive to meet those standards and to act in an ethically proper manner in our dealings with others. We dedicate ourselves to create and nurture a culture of innovation, cooperation, diversity and mutual respect within the College of Business while recognizing and pursuing the social responsibilities imposed by these values.

A reputation for personal integrity is valuable in the business and broader world. A good reputation is created through personal behavior and performance over time that is observed by friends, colleagues, and business associates, both superiors and subordinates.

The students, faculty, administrators and staff of the College of Business are committed to fostering and creating a positive, professional learning environment. These goals will be pursued by conduct that is honest, civil, courteous and responsible.

College of Business Corrective Actions for Failure to Meet Academic or Professional Standards

The College of Business Corrective Actions govern the college's response to a student's failure to progress adequately academically in the college or a violation of the law or University regulations and policies that apply to the student, including the Guiding Professional Standards of the college, the university Student Conduct Regulations, the university's Discrimination and Harassment Policies, or the university's Policy on Acceptable Use of Computing Resources. As is the case for all students, College of Business students are also subject to the University's Student Conduct Regulations and the procedures for enforcement of those regulations.

A failure by the student to progress adequately academically or a violation by the student of any of the college or university standards or policies listed in the above paragraph may result in the pursuit of one or more of the actions detailed below, including dismissal of the student from the college. The college will notify a student against whom it pursues such action with information about the effect of the action on the student's status in the college and information regarding how the student may respond to or appeal the action.

A student against whom the college pursues such action will be issued one of the following notices, depending on the student's academic status or the severity or frequency of the behavior resulting in the action:

Warning For Academic and Professional Behavior

'Warning' status is cautionary and is issued for one or more of the following academic reasons:

- Earning a 'D' or 'F' grade in a College of Business degree program class.
- A small deviation below the minimum 2.50 College of Business GPA requirement.
- Failure to complete College of Business degree program coursework in a timely fashion.

A warning may also be issued to identify student behavior, which may place a student's enrollment status in the college at risk. The warning status may be removed following satisfactory resolution of behavioral concerns, as determined by the college.

Probation for Academic and Professional Behavior

If a student has larger deviations from the College of Business academic progression standards than those defined for a warning, or if the student continues to be out of compliance with any of the College of Business academic progression standards following a Warning, the student may be placed on probation and may be required to take specific action to correct the problem(s).

Student behavior that is a significant departure from the law, college or university regulations and policies that apply to the student may also result in 'Probation' status. Such behavior includes, but is not limited to, academic dishonesty, criminal violations, repeated or intentional violation of University policies, or significant breaches of the University Student Conduct Regulations, the University's Policy on Discrimination and Harassment or the University's Policy on Acceptable Use of Computing Resources.

A student on probation status must follow recommendations of the college in order to avoid suspension or dismissal. Students on probation status should meet with an advisor each term to review their progress

and standing in the college until the probation status is removed. Students who successfully fulfill the recommendations will be removed from probation status. Students who fail to follow recommendations from advisors or are unsuccessful in correcting deficiencies will be placed on suspension and evaluated for dismissal from the college.

Probation may also be continued if a student is still out of compliance with academic or behavioral requirements but is taking steps to correct the problem(s) identified.

Suspension for Academic and Professional Behavior

A student may be placed on suspension and be evaluated for dismissal from the college if the student does not take steps to become compliant with the college's academic progression standards (such as retaking a class the student has failed), or the student is not making adequate progress in correcting the student's academic problems.

A student may be placed on suspension and evaluated for dismissal from the college if the student's behavior is a sufficiently severe and significant departure from the law, college or university regulations and policies that apply to the student, or the student fails to constructively address previous behavioral concerns after college actions.

In the event of a second instance of academic dishonesty, the student **will be** suspended and evaluated for dismissal from the college.

A student placed on suspension status for academic or behavioral reasons will not be allowed to progress in the college.

Dismissal from the College

Students placed on suspension status will be evaluated for dismissal from the college. The college will review the student's record, including any interim proof of progress. After review, the college may recommend immediate dismissal from the college, recommend that the student be continued on suspension status pending receipt of additional information, or prescribe a plan to address specific concerns that resulted in the student's suspension status. If a plan for progression is developed by the college, the student will be placed on probation status pending satisfactory progress.

If dismissed from the college, the student must wait a minimum of one term before reapplying for admission to the college and must meet current criteria for admissions to the college.

If the student was dismissed and later qualifies for readmission, and the college's academic standards or requirements have changed since the student was last a College of Business major, the student will be subject to the more recent standards or requirements.

Appeal of Academic or Corrective Status

Students engaged in an appeal of their dismissal from the college will remain on suspension status pending resolution of their appeal.

1. Any student who wishes to challenge the student's academic or corrective status at the college must submit an appeal in writing to the dean of the college within seven (7) calendar days following the issuance of a notice from the college identifying the student's status. The request for an appeal must include specific justification, including errors, failure to consider all of the evidence presented, or any other action, including any new evidence not known at the time of the original meeting, that may change the outcome. The dean may refer the issue back to the college's standing committee for review,

if warranted. Following the review, the dean will notify the affected student of their decision by mail or email.

2. The student may appeal the dean's decision to the Oregon State University Provost in writing within seven (7) calendar days following the issuance of a decision by the dean. The provost's decision on the appeal is the university's final decision.

Undergraduate Programs

Majors

- Accountancy (<http://catalog.oregonstate.edu/college-departments/business/accountancy-bs-hbs/>)

Options:

- Accounting Information Systems (<http://catalog.oregonstate.edu/college-departments/business/accountancy-bs-hbs/accounting-information-systems-option/>)
 - Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/accountancy-bs-hbs/deans-academy-option/>)
 - International Business (<http://catalog.oregonstate.edu/college-departments/business/accountancy-bs-hbs/international-business-option/>)
- Apparel Design (<http://catalog.oregonstate.edu/college-departments/business/apparel-design-bs-hbs/>)
- #### Options:
- *Dean's Academy*
- Business Administration (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/>)
- #### Options:
- Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/deans-academy-option/>)
 - Digital Marketing (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/digital-marketing-option/>)
 - Entrepreneurship for Business Majors (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/entrepreneurship-business-majors-option/>)
 - *Family Business*
 - General Business (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/general-business-option/>)
 - Hospitality Management (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/hospitality-management-option/>)
 - International Business (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/international-business-option/>)
 - Marketing (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/marketing-option/>)
 - Merchandising Management (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/merchandising-management-option/>)
 - Retail Management (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/retail-management-option/>)

- Supply Chain and Logistics Management (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/supply-chain-logistics-management-option/>)
- Business Analytics (<http://catalog.oregonstate.edu/college-departments/business/business-analytics-bs-hbs/>)

Options:

 - Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/business-analytics-bs-hbs/deans-academy-option/>)
 - Digital Marketing Analytics (<http://catalog.oregonstate.edu/college-departments/business/business-analytics-bs-hbs/digital-marketing-analytics-option/>)
 - *Human Resource Analytics*
 - *Market Research and Consumer Analytics*
- Business Information Systems (<http://catalog.oregonstate.edu/college-departments/business/business-information-systems-ba-bs-hba-hbs/>)

Options:

 - Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/business-information-systems-ba-bs-hba-hbs/deans-academy-option/>)
 - International Business (<http://catalog.oregonstate.edu/college-departments/business/business-information-systems-ba-bs-hba-hbs/international-business-option/>)
- Design and Innovation Management (<http://catalog.oregonstate.edu/college-departments/business/design-innovation-management-bs-hbs/>)

Options:

 - Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/design-innovation-management-bs-hbs/deans-academy-option/>)
- Finance (<http://catalog.oregonstate.edu/college-departments/business/finance-ba-bs-hba-hbs/>)

Options:

 - Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/finance-ba-bs-hba-hbs/deans-academy-option/>)
 - International Business (<http://catalog.oregonstate.edu/college-departments/business/finance-ba-bs-hba-hbs/international-business-option/>)
- Hospitality Management (<http://catalog.oregonstate.edu/college-departments/business/hospitality-management-ba-bs-hba-hbs/>)
- Innovation Management (<http://catalog.oregonstate.edu/college-departments/business/innovation-management-ba-bs-hba-hbs/>)
- Interior Design (<http://catalog.oregonstate.edu/college-departments/business/interior-design-bs-hbs/>)

Options:

 - *Dean's Academy*
- Management (<http://catalog.oregonstate.edu/college-departments/business/management-ba-bs-hba-hbs/>)

Options:

 - Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/management-ba-bs-hba-hbs/deans-academy-option/>)
- International Business (<http://catalog.oregonstate.edu/college-departments/business/management-ba-bs-hba-hbs/international-business-option/>)
- Marketing (<http://catalog.oregonstate.edu/college-departments/business/marketing-ba-bs-hba-hbs/>)

Options:

 - Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/marketing-ba-bs-hba-hbs/deans-academy-option/>)
 - International Business (<http://catalog.oregonstate.edu/college-departments/business/marketing-ba-bs-hba-hbs/international-business-option/>)
- Merchandising Management (<http://catalog.oregonstate.edu/college-departments/business/merchandising-management-bs-hbs/>)

Options:

 - Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/merchandising-management-bs-hbs/deans-academy-option/>)
- Supply Chain and Logistics Management (<http://catalog.oregonstate.edu/college-departments/business/supply-chain-logistics-management-bs-hbs/>)

Options:

 - Dean's Academy (<http://catalog.oregonstate.edu/college-departments/business/supply-chain-logistics-management-bs-hbs/deans-academy-option/>)
 - International Business (<http://catalog.oregonstate.edu/college-departments/business/supply-chain-logistics-management-bs-hbs/international-business-option/>)

Minors

- Business (<http://catalog.oregonstate.edu/college-departments/business/business-minor/>)
- Entrepreneurship (<http://catalog.oregonstate.edu/college-departments/business/entrepreneurship-minor/>)
- Family Business (<http://catalog.oregonstate.edu/college-departments/business/family-business-minor/>)
- Finance (<http://catalog.oregonstate.edu/college-departments/business/finance-minor/>)
- Marketing (<http://catalog.oregonstate.edu/college-departments/business/marketing-minor/>)
- Merchandising Management (<http://catalog.oregonstate.edu/college-departments/business/merchandising-management-minor/>)
- Organizational Leadership (<http://catalog.oregonstate.edu/college-departments/business/organizational-leadership-minor/>)
- Professional Sales (<http://catalog.oregonstate.edu/college-departments/business/professional-sales-minor/>)

Certificate

- Accounting (<http://catalog.oregonstate.edu/college-departments/business/accounting-certificate/>)

Graduate Programs

Majors

- Accountancy (<http://catalog.oregonstate.edu/college-departments/business/accountancy-mac/>)
- Business (<http://catalog.oregonstate.edu/college-departments/business/business-msb/>)

Options:

- Finance (<http://catalog.oregonstate.edu/college-departments/business/business-msb/finance-option/>)
 - Financial Analytics (<http://catalog.oregonstate.edu/college-departments/business/business-msb/financial-analytics-option/>)
 - Financial Planning (<http://catalog.oregonstate.edu/college-departments/business/business-msb/financial-planning-option/>)
 - Marketing Insights and Analytics (<http://catalog.oregonstate.edu/college-departments/business/business-msb/marketing-insights-analytics-option/>)
 - *Supply Chain Analytics*
 - Business Administration (<http://catalog.oregonstate.edu/college-departments/business/business-administration-mba-phd/>)
- Options:**
- *Accounting*
 - Business Analytics (<http://catalog.oregonstate.edu/college-departments/business/business-administration-mba-phd/business-analytics-option/>)
 - *Corporate Finance*
 - *Innovation Management*
 - *Human Resource Management*
 - *Marketing*
 - *Organizational Leadership*
 - Research Thesis (<http://catalog.oregonstate.edu/college-departments/business/business-administration-mba-phd/research-thesis-option/>)
 - *Strategy, Entrepreneurship, and Innovation*
 - *Supply Chain and Logistics Management*
 - Design and Human Environment (<http://catalog.oregonstate.edu/college-departments/business/design-human-environment-ma-ms-phd/>)

Minors

- Business Administration (<http://catalog.oregonstate.edu/college-departments/business/business-administration-graduate-minor/>)
- Design and Human Environment (<http://catalog.oregonstate.edu/college-departments/business/design-human-environment-graduate-minor/>)
- Entrepreneurship and Innovation Management (<http://catalog.oregonstate.edu/college-departments/business/entrepreneurship-innovation-management-graduate-minor/>)
- Organizational Leadership (<http://catalog.oregonstate.edu/college-departments/business/organizational-leadership-graduate-minor/>)

Certificates

- Business Analytics (<http://catalog.oregonstate.edu/college-departments/business/business-analytics-graduate-certificate/>)
- Business Fundamentals (<http://catalog.oregonstate.edu/college-departments/business/business-fundamentals-graduate-certificate/>)
- Financial Planning (<http://catalog.oregonstate.edu/college-departments/business/financial-planning-graduate-certificate/>)
- Supply Chain and Logistics Management (<http://catalog.oregonstate.edu/college-departments/business/supply-chain-logistics-management-graduate-certificate/>)

Our faculty are committed professors and passionate mentors. They also are corporate leaders, experienced entrepreneurs, industry experts and renowned researchers. That means you're learning the foundations of business from the best. You're sharing a classroom with thinkers who

are ahead of the curve and ahead of the very textbooks they use to teach (and may be updating in their spare time).

They run businesses, hold patents, practice law, speak several languages and publish in prestigious academic journals as well as well-known business magazines. They are committed to building a unique experience for your college journey. And they want you to achieve excellence.

School Leadership

The College of Business, responding to an increase in students, academic programs and student success services over the past years, has grown to include 138 research faculty and instructors. In light of this growth, we've announced the formation of three new schools.

The schools are designed to support faculty by providing additional research support, cross-disciplinary thought leadership and mentoring, and also professional development opportunities. We also aim to streamline communications between our growing faculty and college executives with this new leadership paradigm.

Each school is home to three academic programs and close to 1,500 students, allowing for increased attention on experiential learning opportunities within the school and across academic disciplines.

School of Accounting, Finance, and IS

Professors Elston, Reitsma, J. Yang

Associate Professors Becker-Blease, Berger, Coakley, He, Marshall, Mathew

Assistant Professors Akroyd, Blackburne, Deng, Kalodimos, Obermire, Pesch, Steele, S. Yang

Senior Instructors Bourne, Fudge, Raja

Instructors Adams, Arora, Dolan, Elliott, Leong, Mentler, Perez, Rush, Varadharajan

School of Marketing, Analytics, and Design

Professor Marks

Associate Professors Barnhart, Bee, H. Chen, Koenig, Read, Scott, Zhu
Assistant Professor Chang, Fan, Hall, Huff, Kaskela, Reynolds-McInay, Stornelli

Senior Instructors Dickson, Feeney, Olstad, Smouse

Instructors Baldivieso, Beyer, Brown, Burton, J. Chen, Cluver, Corwin, Gill, Hagedorn, Harris-Hancock, Mitchell-Phillips, Ruyle, Spann, Terhes, Toombs, Tyler, Van Order, Vester, Vong

School of Management, Entrepreneurship, and Supply Chain

Professor Arthurs, Baldrige, Hsieh, Wu

Associate Professors Barden, J. Chen, J. Cho, Hoehn-Weiss, Howes, Kim, Leavitt, Schilpzand

Assistant Professors S. Cho, Gerasymenko, Hardy, Lee, Murali, Murphy, Paterson, Ribbink

Senior Instructors McNeeley, Smith, Swift

Instructors Broome, Buchanan, Cieri, Crangle, Hasbrook, Martin, McCalpine, Micheau, Montgomery, Morris, Myers, Palmer, Perle, Rock, Tripathi, Wascher

Engagement

Senior Instructors Lewis

Instructors Carpenter, Caruso, Flores, Gratz, Hodges, Longo, McCauley, Neubaum, Neuman, Salchenberg, Summers, Trinidad, Vierra, Villalobos, Young, Ziriaux

Accounting (ACTG)

ACTG 317, EXTERNAL REPORTING I, 4 Credits

Examines the theory and practice of financial accounting, the processing and controls phases of the accounting system, and reporting to external parties. Emphasis is placed on the accounting cycle and financial statement structure and content. The emphasis on the accounting cycle includes the processing and tracing of transaction data from source documents to financial statements.

Prerequisite: (BA 211 with C or better or BA 211H with C or better) and (BA 213 [C] or BA 213H [C])

Equivalent to: BA 317

ACTG 318, EXTERNAL REPORTING II, 4 Credits

Continuation from ACTG 317 and the theory and practice of financial accounting and the reporting to external parties. Covers financial reporting objectives to provide information that is useful in investment and credit decisions, in assessing cash flow prospects, and about company resources and claims to those resources.

Prerequisite: ACTG 317 with C or better

Equivalent to: BA 318

ACTG 319, EXTERNAL REPORTING III, 4 Credits

Continuation from ACTG 318 and the theory and practice of financial accounting and the reporting to external parties. Covers financial reporting objectives to provide information that is useful in investment and credit decisions, in assessing cash flow prospects, and about company resources and claims to those resources.

Prerequisite: ACTG 318 with C or better

Equivalent to: BA 319

ACTG 321, COST MANAGEMENT I, 4 Credits

Reinforces and builds on the language and concepts of management accounting. Emphasizes different models for product costing and examines their effects on profit planning, budgeting, motivation, and control.

Prerequisite: ACTG 317 with C or better

Equivalent to: BA 321

ACTG 326, ACCOUNTING RESEARCH METHODS AND TOPICS, 2 Credits

Covers the theory and practice of corporate financial reporting. It highlights the development of generally accepted accounting principles (GAAP) and accounting policy choices from two perspectives. First, it examines accounting policy making at the macro (standard setter) level, as well as to examine the past, present, and future role of standard setters in formulating accounting policy. Second, from the micro or company level, it will use cases involving decisions in financial reporting to evaluate accounting conventions, particularly with regard to how those decisions reflect economic reality and the quality of earnings. It will also conduct applied accounting research.

Prerequisite: (BA 211 with C or better or BA 211H with C or better) and (BA 213 [C] or BA 213H [C])

ACTG 378, ACCOUNTING INFORMATION MANAGEMENT, 4 Credits

Introduces students to the field of information management. Topics include information systems technology, the strategic role of IT, the business applications of networks, databases and Internet technologies, the system life cycle model, systems analysis and design methodologies, and the development and implementation of information systems. Lec/rec.

Prerequisite: (BA 213 with C or better or BA 213H with C or better) and (BA 270 [C] or BA 270H [C] or BA 302 [C]) and (BA 275 [C] or BA 275H [C] or BA 276 [C])

Equivalent to: ACTG 378H, BA 378

ACTG 378H, ACCOUNTING INFORMATION MANAGEMENT, 4 Credits

Introduces students to the field of information management. Topics include information systems technology, the strategic role of IT, the business applications of networks, databases and Internet technologies, the system life cycle model, systems analysis and design methodologies, and the development and implementation of information systems. Lec/rec.

Attributes: HNRS – Honors Course Designator

Prerequisite: (BA 213 with C or better or BA 213H with C or better) and (BA 270 [C] or BA 270H [C] or BA 302 [C]) and (BA 275 [C] or BA 275H [C] or BA 276 [C])

Equivalent to: ACTG 378

ACTG 379, ACCOUNTING ANALYTICS, 4 Credits

Covers the analysis of data as it pertains to accounting professionals. The focuses include analytic techniques for decision making and the examination of “big data” involving accounting information. Hands-on experiences will develop skills with select software tools used in data analytics for accounting professionals.

Prerequisite: ACTG 318 with C or better and (ACTG 378 [C] or ACTG 378H [C])

ACTG 405, READING & CONFERENCE, 1-6 Credits

This course is repeatable for 12 credits.

ACTG 414, FORENSIC ACCOUNTING, 2 Credits

Explores the forensic accountant's role in today's economy. Topics covered include fraud detection and fraud investigation techniques, valuation of closely held businesses, lost profits analyses, and various types of litigation support services. Fundamental legal concepts governing expert witness testimony are also examined, and students are required to quantify economic damages in cases.

Prerequisite: ACTG 319 with C or better

ACTG 415, GOVERNMENTAL AND NOT-FOR-PROFIT, 2 Credits

Introduction to accounting and financial reporting for governmental and not-for-profit organizations. Topics include state, local and federal governmental accounting, including fund accounting and reporting, and accounting for not-for-profit hospitals, universities, and health/welfare organizations.

Prerequisite: ACTG 319 with C or better

ACTG 416, ACCOUNTING RESEARCH AND ANALYSIS, 2 Credits

Covers the theory and practice of corporate financial reporting. It highlights the development of generally accepted accounting principles (GAAP) and accounting policy choices from two perspectives. First, it examines accounting policy making at the macro (standard setter) level as well as to examine the past, present, and future role of standard setters in formulating accounting policy. Second, from the micro or company level it will use cases involving decisions in financial reporting to evaluate accounting conventions, particularly with regard to how those decisions reflect economic reality and the quality of earnings. It will also conduct applied accounting research.

Prerequisite: ACTG 319 with C or better

ACTG 417, ADVANCED ACCOUNTING, 4 Credits

An advanced course in financial accounting theory. Covers corporate combinations, consolidated financial statements, and government and not-for-profit accounting.

Prerequisite: ACTG 319 with C or better

Equivalent to: BA 417

ACTG 420, IT AUDITING, 4 Credits

Explores key information systems issues such as planning, acquisition, delivery, and monitoring from a risk and control perspective. Students learn to use IT audit standards, guidelines, and frameworks and build data analysis tool skills.

Prerequisite: (ACTG 319 with C or better or BA 372 with C or better) and ACTG 378 [C]

Equivalent to: BA 420

ACTG 422, STRATEGIC COST MANAGEMENT, 4 Credits

Continuation of concepts and processes of management accounting. Emphasizes relevant costs, cost accumulation and allocation, segment performance measurement and control and quantitative techniques.

Prerequisite: ACTG 319 with C or better and ACTG 321 [C] and BA 357 [C]

Equivalent to: BA 422

ACTG 424, TAXATION I, 4 Credits

Covers concepts related to business taxation and focuses primarily on 1) basic income tax law as it relates to businesses, 2) the role of income taxes in decision making processes, and 3) basic income tax research. In addition, the course is intended to assist students in preparation to become a professional, and thus contains components designed to aid in the development of technical, analytical, problem-solving and communication skills.

Prerequisite: ACTG 319 with C or better

Equivalent to: ACTG 325

ACTG 425, ADVANCED TAXATION, 4 Credits

Examination of the federal tax system as it applies to corporations, partnerships, and estates and trusts. Emphasis is placed on understanding tax planning for business owners and refining the ability to research tax issues.

Prerequisite: ACTG 424 with C or better

ACTG 427, ASSURANCE AND ATTESTATION SERVICES, 4 Credits

Assertions of enterprises gain credibility when examined by an independent third party. Assurance and attestation provide credibility. Coverage includes ethics, risk, materiality, internal control, evidence and reporting.

Prerequisite: ACTG 319 with C or better

Equivalent to: BA 427

Available via Ecampus

ACTG 428, ADVANCED AUDIT ANALYTICS, 4 Credits

An advanced four-credit course covering audit theory, current audit practice and auditor professional skills. The equivalent of three credits (30 hours) relates to in-class activities, readings, presentations, research and group discussions of relevant advanced audit topics. The equivalent of one credit (10 hours) relates to understanding the use and future of data analytics in the audit profession. Theory, current audit practice and auditor professional skills.

Prerequisite: ACTG 427 with C or better

ACTG 429, TOPICS IN ACCOUNTING, 1-4 Credits

Analysis of current topics in accounting. Topics will vary from term to term.

Equivalent to: BA 429

ACTG 516, ACCOUNTING RESEARCH AND ANALYSIS, 3 Credits

Emphasis on financial accounting, tax and auditing research and analysis and communication of conclusions in the context of accounting case studies.

ACTG 517, ADVANCED ACCOUNTING, 4 Credits

An advanced course in financial accounting theory. Corporate combinations, consolidated financial statements, foreign operations and subsidiaries, partnerships, and sole proprietorships; contemporary issues in financial accounting.

Equivalent to: BA 517

Recommended: ACTG 319

ACTG 518, ACCOUNTING THEORY AND PRACTICE I, 3 Credits

Expands and integrates knowledge of US and international generally accepted accounting principles (GAAP) in a rigorous study of the design, selection, and consequences of various models of financial reporting.

Prerequisite: (ACTG 516 with C or better and ACTG 517 [C])

ACTG 519, ACCOUNTING THEORY AND PRACTICE II, 3 Credits

Study of the design, selection, and consequences of various models of financial reporting. Research accounting treatments for complex facts and circumstances with ambiguous accounting guidance. Build on financial reporting models to develop in-depth understanding and application of accounting practice.

Prerequisite: ACTG 518 with C or better

ACTG 520, IT AUDITING, 4 Credits

Explores key information systems issues such as planning, acquisition, delivery, and monitoring from a risk and control perspective. Students learn to use IT audit standards, guidelines, and frameworks and build data analysis tool skills.

Recommended: (ACTG 319 or BA 372) and ACTG 378

ACTG 522, STRATEGIC COST MANAGEMENT, 4 Credits

Continuation of concepts and processes of management accounting. Emphasizes relevant costs, cost accumulation and allocation, segment performance measurement and control and quantitative techniques.

Recommended: ACTG 319, ACTG 321 and BA 357

ACTG 524, INTRODUCTION TO TAXATION, 4 Credits

Meets two major objectives. First, it is a technical introduction to U.S. income tax with emphasis on general and business related topics. Second, it provides a framework for students to launch further study in the tax area. Students will be encouraged to supplement text materials with readings from the Internal Revenue Code and Regulations as well as secondary tax research services.

Prerequisite: BA 528 with C or better

ACTG 525, ADVANCED TAXATION, 4 Credits

Examination of the federal tax system as it applies to corporations, partnerships, and estates and trusts. Emphasis is placed on understanding tax planning for business owners and refining the ability to research tax issues.

Recommended: ACTG 424

ACTG 527, ASSURANCE AND ATTESTATION SERVICES, 4 Credits

Assertions of enterprises gain credibility when examined by an independent third party. Assurance and attestation provide credibility. Coverage includes ethics, risk, materiality, internal control, evidence and reporting.

Equivalent to: BA 527

Recommended: ACTG 319

ACTG 529, TOPICS IN ACCOUNTING, 1-4 Credits

Analysis of current topics in accounting. Topics will vary from term to term.

Equivalent to: BA 529

ACTG 620, FOUNDATIONS OF ACCOUNTING RESEARCH, 3 Credits

Introduces first-year doctoral students to accounting research by discussing the development of modern accounting theory, relating it to theories in economics and finance, and exposing students to the different areas of and methodologies used in accounting research. Also begins a survey of classic and contemporary literature in the area of financial accounting research. Specific financial accounting topics may change from quarter to quarter, but sample topics include earnings management, earnings quality, and voluntary disclosure.

ACTG 621, FINANCIAL ACCOUNTING RESEARCH, 3 Credits

Surveys classic and contemporary research in the area of financial accounting. Specific topics may change from quarter to quarter, but sample topics include the value relevance of accounting information, post earnings announcement drift, the residual income model, analysts' use accounting information, and market-based assessments of the usefulness and limitations of alternative accounting measurements and disclosures.

ACTG 622, ACCOUNTING, JUDGMENT AND ACCOUNTABILITY, 3 Credits

Surveys classic and contemporary research in areas related to management, judgment, and accountability in accounting. Specific topics may change from quarter to quarter, but sample topics include research on management incentives and compensation, performance measurement, auditing, corporate governance, and research using behavioral methods.

ACTG 623, TAX RESEARCH, 3 Credits

Surveys classic and contemporary research in the area of taxation. Specific topics may change from quarter to quarter, but sample topics include tax vs. nontax costs in business decisions, book-tax differences, taxes and financial reporting, multijurisdictional tax issues, and tax avoidance.

Business Administration (BA)

BA 004, INTERNSHIP, 0 Credits

Provides basic personal and professional skills that can be used within and outside of a work setting. Through practice, this experience guides students in building and maintaining positive professional relationships, networking/mentoring relationships, and enhances students' understanding of the connection between theory and practice in their respective disciplines.

BA 101, BUSINESS NOW, 6 Credits

Presents an integrated view of both established and entrepreneurial business organizations by studying their common processes and characteristics. Introduces theory and develops basic skills in the areas of management, finance, accounting and marketing. Lec/lab/rec.

Available via Ecampus

BA 140, FINANCIAL LITERACY FOR COLLEGE LIFE, 2 Credits

Helps you learn the fundamentals of personal finance. It is crucial you are prepared to be prudent managers of your financial resources, enabling you to achieve long- and short-term financial goals and security. In addition, this course will examine how your background experiences, values, goals, and decisions can impact your financial future.

Available via Ecampus

BA 150, EXPLORING ENTREPRENEURSHIP, 1 Credit

Participants are challenged with economic concepts and projects. Inspirational speakers address key topics concerning all aspects of business and leadership development. Students must be registered for Young Entrepreneurs Business Week Camp to receive credit for the course. Graded P/N.

BA 151, EXPLORING INVESTING, 1 Credit

Students participating in Investing Week will learn about basic investment vehicles and the principles of evaluating a potential investment. Students will also learn how to understand the financial market system and how it affects their personal and business life. Students will be assigned a role as a junior analyst with Toots, Toots and Peabody, and critically assess the benefits and strengths of individual investment vehicles. Graded P/N.

BA 152, EXPLORING SOCIAL ENTREPRENEURSHIP, 1 Credit

Provides an immersive experience regarding responsible business practices. In addition, from an entrepreneurial perspective, students have the opportunity to explore ways in which real social change is being conducted worldwide. Graded P/N.

BA 153, EXPLORING FINANCE, 1 Credit

Students will establish real world financial literacy in a business capacity. Through this course, students will complete a case study involving a business financial plan.

BA 154, EXPLORING MARKETING, 1 Credit

Students will understand the process of developing and executing a marketing plan in the context of a business model. Each student will participate in a Case Study conducting a small business-marketing plan.

BA 160, B-ENGAGED, 3 Credits

Understand and accomplish college-level academic work and explore OSU resources and options that will enhance your college experience and success. Opportunity to connect with faculty and peers with common interests in a supportive learning environment.

Equivalent to: BA 160H, BA 163

Available via Ecampus

BA 160H, B-ENGAGED, 3 Credits

Understand and accomplish college-level academic work and explore OSU resources and options that will enhance your college experience and success. Opportunity to connect with faculty and peers with common interests in a supportive learning environment.

Attributes: HNRS – Honors Course Designator

Equivalent to: BA 160, BA 163

BA 161, INNOVATION NATION-- AWARENESS TO ACTION, 3 Credits

First course in a two-course sequence. Begins a conversation on self-management, offering opportunities for active reflection on critical skill sets necessary for success in today's global market. Builds a foundation of entrepreneurial knowledge and gaining a competitive edge while becoming aware of your role in managing your own career.

Equivalent to: BA 161H, BA 167

BA 161H, INNOVATION NATION-- AWARENESS TO ACTION, 3 Credits

First course in a two-course sequence. Begins a conversation on self-management, offering opportunities for active reflection on critical skill sets necessary for success in today's global market. Builds a foundation of entrepreneurial knowledge and gaining a competitive edge while becoming aware of your role in managing your own career.

Attributes: HNRS – Honors Course Designator

Equivalent to: BA 161, BA 167

BA 162, INNOVATION NATION-- IDEAS TO REALITY, 3 Credits

Second course in a two-course sequence. Topics include evaluating entrepreneurial capabilities, creativity and innovation, opportunity recognition, impression management, and responsible business practices. Continues a conversation on self-management, offering opportunities for active reflection on critical skill sets necessary for success in today's global market.

Prerequisite: BA 161 with C- or better or BA 161H with C- or better

Equivalent to: BA 162H, BA 168

BA 162H, INNOVATION NATION-- IDEAS TO REALITY, 3 Credits

Second course in a two-course sequence. Topics include evaluating entrepreneurial capabilities, creativity and innovation, opportunity recognition, impression management, and responsible business practices. Continues a conversation on self-management, offering opportunities for active reflection on critical skill sets necessary for success in today's global market.

Attributes: HNRS – Honors Course Designator

Prerequisite: BA 161 with C- or better or BA 161H with C- or better

Equivalent to: BA 162, BA 168

BA 163, B-ENGAGED, 3 Credits

The first term is a critical time for college students. B-Engaged helps the student transition to the OSU academic community and college learning expectations. B-Engaged will help the student understand and accomplish college-level academic work and explore OSU resources and options that will enhance their college experience and success. Additionally, B-Engaged is the student's opportunity to connect with a faculty member and peers with common interests in a supportive learning environment.

Equivalent to: BA 160, BA 160H

BA 167, LAUNCH PAD I, 3 Credits

Begins a conversation on self-management, offering opportunities for active reflection on critical skill sets necessary for success in today's global market. Focused on building a foundation of entrepreneurial knowledge and gaining a competitive edge while becoming aware of your role in managing your own career. BA 167/BA 168 presents an integrated view of both established and entrepreneurial business organizations by studying their common processes and characteristics. The series introduces theory and develops basic skills in the areas of management, finance, accounting, and marketing. Departmental approval required.

Equivalent to: BA 161, BA 161H

BA 168, LAUNCH PAD II, 3 Credits

Continues the conversation on self-management, focused on building a foundation of entrepreneurial knowledge and gaining a competitive edge while becoming aware of your role in managing your own career. BA 167/BA 168 presents an integrated view of both established and entrepreneurial business organizations by studying their common processes and characteristics. The series introduces theory and develops basic skills in the areas of management, finance, accounting, and marketing. Departmental approval required.

Prerequisite: BA 167 with C- or better

Equivalent to: BA 162, BA 162H

BA 182, FIRST-YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT I, 1 Credit

BA 182 – BA 184 is a series of three one-credit courses taken during a student's first year. These courses, along with the respective 2nd to 4th year one-credit courses, are designed to help the student navigate college successfully and develop lifelong skills that are practical, meaningful, and useful. These courses revolve around personal, professional and leadership development, and the first-year series provides incoming first-year students with the skills to be successful during college.

BA 182 covers personal development skills; BA 183 covers professional development skills; and BA 184 covers leadership development skills.

BA 183, FIRST YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT II, 1 Credit

BA182 – BA184 is a series of three one-credit courses taken during a student's first year. These courses, along with the respective 2nd to 4th year one-credit courses, are designed to help the student navigate college successfully and develop lifelong skills that are practical, meaningful, and useful. These courses revolve around personal, professional and leadership development, and the first-year series provides incoming first-year students with the skills to be successful during college.

BA 182 covers personal development skills; BA 183 covers professional development skills; and BA 184 covers leadership development skills.

BA 184, FIRST-YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT III, 1 Credit

BA 182 – BA 184 is a series of three one-credit courses taken during a student's first year. These courses along with the respective 2nd to 4th year one-credit courses are designed to help the student navigate college successfully and develop lifelong skills that are practical, meaningful, and useful. These courses revolve around personal, professional and leadership development, and the first-year series provides incoming first-year students with the skills to be successful during college.

BA 182 covers personal development skills; BA 183 covers professional development skills; and BA 184 covers leadership development skills.

BA 199, SPECIAL STUDIES, 1-6 Credits

Graded P/N.

This course is repeatable for 12 credits.

BA 210, INTERNSHIP, 1-6 Credits

Planned and supervised work experience at selected cooperating business firms. Supplementary training, conference, reports, and appraisals. Graded P/N.

This course is repeatable for 16 credits.

BA 211, FINANCIAL ACCOUNTING, 4 Credits

Accounting information from the perspective of external users, principally investors and creditors. Emphasis on the preparation and interpretation of financial statements, income recognition and determination, and asset valuation.

Prerequisite: (MTH 111 with C- or better or MTH 241 with C- or better or MTH 251 with C- or better or MTH 251H with C- or better) or Math Placement Test with a score of 24 or Math Placement - ALEKS with a score of 060

Equivalent to: BA 211H

Available via Ecampus

BA 211H, FINANCIAL ACCOUNTING, 4 Credits

Accounting information from the perspective of external users, principally investors and creditors. Emphasis on the preparation and interpretation of financial statements, income recognition and determination, and asset valuation.

Attributes: HNRS – Honors Course Designator

Prerequisite: MTH 111 with C- or better or MTH 241 with C- or better or MTH 251 with C- or better or MTH 251H with C- or better or Math Placement Test with a score of 24 or Math Placement - ALEKS with a score of 60

Equivalent to: BA 211

BA 213, MANAGERIAL ACCOUNTING, 4 Credits

Accounting information from the perspective of management users with an emphasis on data accumulation for product costing, planning, and performance evaluation and control.

Prerequisite: BA 211 with C- or better or BA 211H with C- or better

Equivalent to: BA 213H

Available via Ecampus

BA 213H, MANAGERIAL ACCOUNTING, 4 Credits

Accounting information from the perspective of management users with an emphasis on data accumulation for product costing, planning, and performance evaluation and control.

Attributes: HNRS – Honors Course Designator

Prerequisite: BA 211 with C- or better or BA 211H with C- or better

Equivalent to: BA 213

BA 223, PRINCIPLES OF MARKETING, 4 Credits

Covers concepts and principles used by marketing professionals. Designed explicitly for business majors, it's an introduction to the relationships between customers, products, and companies in a competitive and dynamically evolving marketplace.

Prerequisite: ECON 201 with C- or better or ECON 201H with C- or better

Equivalent to: BA 223H, BA 390, BA 390H

BA 223H, PRINCIPLES OF MARKETING, 4 Credits

Covers concepts and principles used by marketing professionals. Designed explicitly for business majors, it's an introduction to the relationships between customers, products, and companies in a competitive and dynamically evolving marketplace.

Attributes: HNRS – Honors Course Designator

Prerequisite: ECON 201 with C- or better or ECON 201H with C- or better

Equivalent to: BA 223, BA 390, BA 390H

BA 230, BUSINESS LAW I, 4 Credits

Nature and function of law in our business society. Obligations arising out of agency, contract formation and breach, crimes, torts, warranty, regulation of competition, and international aspects thereof.

Equivalent to: BA 230H, BA 330

Available via Ecampus

BA 230H, BUSINESS LAW I, 4 Credits

Nature and function of law in our business society. Obligations arising out of agency, contract formation and breach, crimes, torts, warranty, regulation of competition, and international aspects thereof.

Attributes: HNRS – Honors Course Designator

Equivalent to: BA 230

BA 240, FINANCE, 4 Credits

Introduces basic tools of finance and applications of financial theory in use today. These tools include rates of return, the time value of money, those that can be applied to capital budgeting decisions, and the logic and fundamentals of financial statements. It is designed to enhance a student's approach to financial decision-making and emphasizes quantitative approaches to decision making. This course will also introduce students to equity and debt markets and securities, and serves as a stepping stone to advanced courses in finance.

Prerequisite: (BA 211 with C- or better or BA 211H with C- or better) and (ECON 201 [C-] or ECON 201H [C-])

Equivalent to: BA 240H, BA 360, BA 360H

BA 240H, FINANCE, 4 Credits

Introduces basic tools of finance and applications of financial theory in use today. These tools include rates of return, the time value of money, those that can be applied to capital budgeting decisions, and the logic and fundamentals of financial statements. It is designed to enhance a student's approach to financial decision-making and emphasizes quantitative approaches to decision making. This course will also introduce students to equity and debt markets and securities, and serves as a stepping stone to advanced courses in finance.

Attributes: HNRS – Honors Course Designator

Prerequisite: (BA 211 with C- or better or BA 211H with C- or better) and (ECON 201 [C-] or ECON 201H [C-])

Equivalent to: BA 240, BA 360, BA 360H

BA 253, PROFESSIONAL DEVELOPMENT, 4 Credits

Designed to improve the ability of students to describe their accomplishments and sell their ideas in situations like professional networking, company meetings, response to proposals for services, and interviews. It teaches writing skills and workplace integration for new jobs. Particular emphasis is put on verbal communication and preparation for verbal communication. Students will learn to create career plans that require them to research career options and potential employers, and prepare a developmental roadmap that will lead them to success within the chosen profession.

Prerequisite: (BA 101 with C- or better or BA 162 with C- or better) and (WR 222 [C-] or WR 323 [C-] or WR 327 [C-] or WR 327H [C-])

Equivalent to: BA 253H, BA 281, BA 281H, BA 291, BA 292, BA 294, BA 295, BA 353, BA 381, BA 382, BA 384, BA 385, DSGN 253

BA 253H, PROFESSIONAL DEVELOPMENT, 4 Credits

Designed to improve the ability of students to describe their accomplishments and sell their ideas in situations like professional networking, company meetings, response to proposals for services, and interviews. It teaches writing skills and workplace integration for new jobs. Particular emphasis is put on verbal communication and preparation for verbal communication. Students will learn to create career plans that require them to research career options and potential employers, and prepare a developmental roadmap that will lead them to success within the chosen profession.

Attributes: HNRS – Honors Course Designator

Prerequisite: (BA 101 with C- or better or BA 162 with C- or better) and (WR 222 [C-] or WR 323 [C-] or WR 327 [C-] or WR 327H [C-])

Equivalent to: BA 253, BA 281, BA 281H, BA 291, BA 292, BA 294, BA 295, BA 353, BA 381, BA 382, BA 384, BA 385, DSGN 253

BA 260, INTRODUCTION TO ENTREPRENEURSHIP, 4 Credits

Topics include evaluating entrepreneurial capabilities, creativity, business plan creation, opportunity assessment and feasibility analysis, business implementation, new product introduction, and seeking funds.

Equivalent to: BA 260H

Available via Ecampus

BA 260H, INTRODUCTION TO ENTREPRENEURSHIP, 4 Credits

Topics include evaluating entrepreneurial capabilities, creativity, business plan creation, opportunity assessment and feasibility analysis, business implementation, new product introduction, and seeking funds.

Attributes: HNRS – Honors Course Designator

Equivalent to: BA 260

BA 270, BUSINESS PROCESS MANAGEMENT, 4 Credits

Introduces and integrates some core concepts from Operations Management (OM) and Business Information System (BIS) disciplines by introducing a process-oriented view of the flows of materials, information, products and services through and across organizational functions. Helps students to: identify information-bearing events and actors, model and analyze business processes, assess and improve process efficiency, recognize probabilistic components of business processes and understand the interactions between human behavior and process design. Hands-on, case-based assignments allow for practicing some principles and concepts addressed in the course.

Prerequisite: BA 275 with C- or better or BA 275H with C- or better

Equivalent to: BA 270H, BA 302, BA 302H

Available via Ecampus

BA 270H, BUSINESS PROCESS MANAGEMENT, 4 Credits

Introduces and integrates some core concepts from Operations Management (OM) and Business Information System (BIS) disciplines by introducing a process-oriented view of the flows of materials, information, products and services through and across organizational functions. Helps students to: identify information-bearing events and actors, model and analyze business processes, assess and improve process efficiency, recognize probabilistic components of business processes and understand the interactions between human behavior and process design. Hands-on, case-based assignments allow for practicing some principles and concepts addressed in the course.

Attributes: HNRS – Honors Course Designator

Prerequisite: BA 275 with C- or better or BA 275H with C- or better

Equivalent to: BA 270, BA 302, BA 302H

BA 272, BUSINESS APPLICATION DEVELOPMENT, 4 Credits

Introduction to business computer programming. Beginning computer programming skills and concepts for scripting and console applications using the Python programming language.

Available via Ecampus

BA 275, FOUNDATIONS OF STATISTICAL INFERENCE, 4 Credits

An introductory course on statistical inference with an emphasis on business applications. Coverage includes descriptive statistics, random variables, probability distributions, sampling and sampling distributions, statistical inference for means and proportions using one and two samples, and linear regression analysis.

Prerequisite: MTH 111 with C- or better or MTH 241 with C- or better or MTH 251 with C- or better or MTH 251H with C- or better or Math Placement - ALEKS with a score of 046

Equivalent to: BA 275H, BA 276

Available via Ecampus

BA 275H, FOUNDATIONS OF STATISTICAL INFERENCE, 4 Credits

An introductory course on statistical inference with an emphasis on business applications. Coverage includes descriptive statistics, random variables, probability distributions, sampling and sampling distributions, statistical inference for means and proportions using one and two samples, and linear regression analysis.

Attributes: HNRS – Honors Course Designator

Prerequisite: MTH 241 with C- or better or MTH 251 with C- or better or MTH 251H with C- or better or MTH 111 with C- or better or Math Placement - ALEKS with a score of 046

Equivalent to: BA 275, BA 276

BA 280, BUSINESS INSIGHTS, 2 Credits

Connect with faculty and peers and explore OSU resources designed to enhance your college experience and success. Engage in professional development activities and cultivate the soft skills employers are looking for in their future employees.

Equivalent to: BA 170

Available via Ecampus

BA 281, PROFESSIONAL DEVELOPMENT, 3 Credits

Designed to give students an early start on the process of career planning and development. The process involves thoughtful self-assessment, career exploration, planning and follow-through with preliminary employment strategies.

Equivalent to: BA 253, BA 253H, BA 281H, BA 291, BA 292, BA 294, BA 295, BA 353, BA 381, BA 382, BA 384, BA 385, DSGN 253

Available via Ecampus

BA 281H, PROFESSIONAL DEVELOPMENT, 3 Credits

Designed to give students an early start on the process of career planning and development. The process involves thoughtful self-assessment, career exploration, planning and follow-through with preliminary employment strategies.

Attributes: HNRS – Honors Course Designator

Equivalent to: BA 253, BA 253H, BA 281, BA 291, BA 292, BA 294, BA 295, BA 353, BA 381, BA 382, BA 384, BA 385, DSGN 253

BA 282, DRAFTING YOUR CAREER BLUEPRINT, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Topics include characteristics of exemplary leadership, analyzing own strengths and talents, and developing a plan for strengthening leadership capacity.

Equivalent to: DSGN 282

Available via Ecampus

BA 283, CREATIVITY, CULTURE, AND THE WORKPLACE, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Topics include exploration of students' unique talents; understanding of how teams as well as organizations can benefit from diverse and inclusive communities.

Equivalent to: DSGN 283

Available via Ecampus

BA 284, FOUNDATIONS OF PERSONAL FINANCE I, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. First of four courses dedicated to the foundations of personal finances. Topics include basics of personal finances and resources available; setting academic plan; setting strategic financial goals; budgeting.

Equivalent to: DSGN 284

Available via Ecampus

BA 290, INTRODUCTION TO CAREERS IN MARKETING, 3 Credits

Explores marketing through the perspectives of current marketing professionals. Introductory language and principles of marketing are introduced and examined through real world examples. Presents various careers within marketing.

Available via Ecampus

BA 291, BLUEPRINT - TRANSFER TRANSITIONS - SECOND YEAR FALL EXTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to OSU and the College of Business' component, and Professional Development content, including business writing and verbal communication. Appropriate for second year external transfer students matriculating to the College in the Fall term.

Equivalent to: BA 253, BA 253H, BA 281, BA 281H, BA 292, BA 294, BA 295, BA 353, BA 382, BA 384, BA 385, DSGN 253

BA 292, BLUEPRINT - TRANSFER TRANSITIONS - SECOND YR WINTER EXTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to OSU and the College of Business' component, and Professional Development content, including business writing and verbal communication; CliftonStrengths; Gap Analysis. Appropriate for second year external transfer students matriculating to the College in the Winter term.

Equivalent to: BA 253, BA 253H, BA 281, BA 281H, BA 291, BA 294, BA 295, BA 353, BA 381, BA 382, BA 384, BA 385, DSGN 253

BA 293, BLUEPRINT-TRANSFER TRANSITIONS-SECOND YEAR SPRING EXTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to the College of Business' component, and Professional Development content, including business writing and verbal communication; CliftonStrengths; Gap Analysis; Corporate Culture. Appropriate for second year external transfer students matriculating to the College in the Spring term.

BA 294, BLUEPRINT - TRANSFER TRANSITIONS - SECOND YEAR FALL INTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to the College of Business' component, and Professional Development content, including business writing and verbal communication. Appropriate for second year internal transfer students matriculating to the College in the Fall term.

Equivalent to: BA 253, BA 253H, BA 281, BA 281H, BA 291, BA 292, BA 295, BA 353, BA 381, BA 382, BA 384, BA 385, DSGN 253

BA 295, BLUEPRINT - TRANSFER TRANSITIONS - SECOND YR WINTER INTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to the College of Business' component, and Professional Development content, including business writing and verbal communication; CliftonStrengths; Gap Analysis. Appropriate for second year internal transfer students matriculating to the College in the Winter term.

Equivalent to: BA 253, BA 253H, BA 281, BA 281H, BA 291, BA 292, BA 294, BA 353, BA 381, BA 382, BA 384, BA 385, DSGN 253

BA 296, BLUEPRINT-TRANSFER TRANSITIONS-SECOND YEAR SPRING INTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to the College of Business' component, and Professional Development content, including business writing and verbal communication; CliftonStrengths; Gap Analysis; Corporate Culture. Appropriate for second year internal transfer students matriculating to the College in the Spring term.

BA 302, BUSINESS PROCESS MANAGEMENT, 4 Credits

Integrates core concepts from Business Information Systems (BIS) with those of Operations Management and introduces a process-oriented view of the flows of materials, information and services through and across organizations. The course helps students identify information-bearing events, assess and improve process efficiency, learn to model and analyze business processes, and understand the interactions between human behavior and process design. Hands-on, case-based assignments and labs allow students to practice the principles addressed.

Prerequisite: BA 275 with C- or better or BA 276 with C- or better

Equivalent to: BA 270, BA 270H, BA 302H

BA 302H, BUSINESS PROCESS MANAGEMENT, 4 Credits

Integrates core concepts from Business Information Systems (BIS) with those of Operations Management and introduces a process-oriented view of the flows of materials, information and services through and across organizations. The course helps students identify information-bearing events, assess and improve process efficiency, learn to model and analyze business processes, and understand the interactions between human behavior and process design. Hands-on, case-based assignments and labs allow students to practice the principles addressed.

Prerequisite: BA 275 with C- or better or BA 276 with C- or better

Equivalent to: BA 270, BA 270H, BA 302

BA 311, FRAMING YOUR CAREER PLAN, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Course topics are designed to help the student explore different types of business communications and how to effectively communicate their ideas in a variety of methods.

Equivalent to: DSGN 311

Available via Ecampus

BA 312, FOUNDATIONS OF PERSONAL FINANCE II, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. The second of a four course series in Blueprint that is dedicated to the foundations of personal finances for life here at OSU.

Equivalent to: DSGN 312

Available via Ecampus

BA 313, THE ORANGE AND BLACK CASE COMPETITION, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Topics include leadership practices; business ethics case competition.

Prerequisite: (BA 260 with C- or better or BA 260H with C- or better) and (BA 213 [C-] or BA 213H [C-])

Equivalent to: DSGN 313

Available via Ecampus

BA 314, SUSTAINABLE BUSINESS OPERATIONS, 4 Credits

Operations are the processes by which an organization transforms inputs (e.g., labor, material, and knowledge) into outputs (products and services). Operations managers are responsible for designing, running and improving the processes and systems to efficiently accomplish this for production or service businesses. This course focuses on the concepts and tools employed by operations managers to provide their organization a competitive advantage. Topics include statistical tools and quantitative methods (descriptive statistics, probabilities, sampling, interval estimation and hypothesis testing) and operations management concepts (strategies, forecasting, process design, capacity utilization, quality systems, supply chain management, inventory management, resource planning, sustainability and lean systems.)

Available via Ecampus

BA 315, ACCOUNTING FOR DECISION MAKING, 4 Credits

Looks at how the accounting model reflects business transactions and events. Students are introduced to both financial and managerial accounting and the creation, interpretation, and analysis of financial statements. In addition, students obtain an understanding of the determination, organization, and management of costs and revenues including management decisions based upon this information.

Equivalent to: BA 215

Recommended: Third-year (junior) standing

Available via Ecampus

BA 330, LEGAL ENVIRONMENT OF BUSINESS, 4 Credits

Nature and function of law in our business society. Obligations arising out of agency, contract formation and breach, crimes, torts, warranty, regulation of competition, and international aspects thereof.

Equivalent to: BA 230, BA 230H

Recommended: Third-year (junior) standing

Available via Ecampus

BA 347, INTERNATIONAL BUSINESS, 4 Credits

Integrated view of international business including current patterns of international business, socioeconomic and geopolitical systems within countries as they affect the conduct of business, major theories explaining international business transactions, financial forms and institutions that facilitate international transactions, and the interface between nation states and the firms conducting foreign business activities.

Prerequisite: (ECON 202 with C- or better or ECON 202H with C- or better) and (BA 230 [C-] or BA 230H [C-] or BA 330 [C-])

Equivalent to: BA 347H

Available via Ecampus

BA 347H, INTERNATIONAL BUSINESS, 4 Credits

Integrated view of international business including current patterns of international business, socioeconomic and geopolitical systems within countries as they affect the conduct of business, major theories explaining international business transactions, financial forms and institutions that facilitate international transactions, and the interface between nation states and the firms conducting foreign business activities.

Attributes: HNRS – Honors Course Designator

Prerequisite: (ECON 202 with C- or better or ECON 202H with C- or better) and (BA 230 [C-] or BA 230H [C-] or BA 330 [C-])

Equivalent to: BA 347

BA 348, INTERNATIONAL EXCHANGE ORIENTATION, 1 Credit

Consists of large-group sessions as well as small-group break-out sessions for each country individually. It is vital to attend all sessions as valuable information pertaining to your study abroad opportunity will be presented. Graded P/N.

BA 349, IMPACT OF CULTURE ON BUSINESS, 1 Credit

A requirement of all students participating in a College of Business-approved international exchange program and for completing the College of Business International Business option. The major emphasis is for students to reflect on their experience while studying, living and traveling in a foreign culture and for them to determine how the foreign culture impacts how they would conduct business in that country. Graded P/N.

Prerequisite: BA 348 (may be taken concurrently) with C- or better

BA 351, MANAGING ORGANIZATIONS, 4 Credits

A systems perspective to understanding the management functions of planning, organizing, leading and controlling. Ethical and diversity issues are addressed as they are relevant in entrepreneurial and established ventures.

Available via Ecampus

BA 352, MANAGING INDIVIDUAL AND TEAM PERFORMANCE, 4 Credits

Diagnose individual and small-group behavior and develop skill in improving individual and small-group performance in entrepreneurial and established ventures. Emphasis on professional skill development and the practical application of theory and research. Concepts of ethics, diversity and cross-cultural relations are integrated throughout the course.

Prerequisite: (COMM 111 with C- or better or COMM 111H with C- or better or COMM 114 with C- or better or COMM 114H with C- or better or COMM 218 with C- or better or COMM 218H with C- or better) and (WR 222 [C-] or WR 323 [C-] or WR 327 [C-] or WR 327H [C-] or HC 199 [C-])

Equivalent to: BA 352H

Available via Ecampus

BA 352H, MANAGING INDIVIDUAL AND TEAM PERFORMANCE, 4 Credits

Diagnose individual and small-group behavior and develop skill in improving individual and small-group performance in entrepreneurial and established ventures. Emphasis on professional skill development and the practical application of theory and research. Concepts of ethics, diversity and cross-cultural relations are integrated throughout the course.

Attributes: HNRS – Honors Course Designator

Prerequisite: (COMM 111 with C- or better or COMM 111H with C- or better or COMM 114 with C- or better or COMM 114H with C- or better or COMM 218 with C- or better or COMM 218H with C- or better) and (WR 222 [C-] or WR 323 [C-] or WR 327 [C-] or WR 327H [C-] or HC 199 [C-])

Equivalent to: BA 352

BA 354, ^MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY, 4 Credits

Introduces contemporary issues that business professionals face making ethical and socially responsible decisions in an increasingly fast-paced, transparent, and global environment. (Writing Intensive Course)

Attributes: CWIC – Core, Skills, WIC

Prerequisite: (COMM 111 with C- or better or COMM 111H with C- or better or COMM 114 with C- or better or COMM 114H with C- or better or COMM 218 with C- or better or COMM 218H with C- or better) and (WR 222 [C-] or WR 323 [C-] or WR 327 [C-] or WR 327H [C-] or HC 199 [C-])

Equivalent to: BA 354H, MGMT 459

Available via Ecampus

BA 354H, ^MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY, 4 Credits

Introduces contemporary issues that business professionals face making ethical and socially responsible decisions in an increasingly fast-paced, transparent, and global environment. (Writing Intensive Course)

Attributes: CWIC – Core, Skills, WIC; HNRS – Honors Course Designator

Prerequisite: (COMM 111 with C- or better or COMM 111H with C- or better or COMM 114 with C- or better or COMM 114H with C- or better or COMM 218 with C- or better or COMM 218H with C- or better) and (WR 222 [C-] or WR 323 [C-] or WR 327 [C-] or WR 327H [C-] or HC 199 [C-])

Equivalent to: BA 354, MGMT 459

BA 357, OPERATIONS MANAGEMENT, 4 Credits

Provides an overview of the functional activities necessary for the creation/delivery of goods and services. Topics covered include: productivity; strategy in a global business environment; project management; quality management; location and layout strategies; supply chain and inventory management; material requirements planning; JIT; work-place safety; maintenance and reliability; sourcing and sustainability.

Prerequisite: (BA 275 with C- or better or BA 275H with C- or better or BA 276 with C- or better) and (BA 270 [C-] or BA 270H [C-] or BA 302 [C-] or BA 302H [C-])

Equivalent to: BA 357H

Available via Ecampus

BA 357H, OPERATIONS MANAGEMENT, 4 Credits

Provides an overview of the functional activities necessary for the creation/delivery of goods and services. Topics covered include: productivity; strategy in a global business environment; project management; quality management; location and layout strategies; supply chain and inventory management; material requirements planning; JIT; work-place safety; maintenance and reliability; sourcing and sustainability.

Attributes: HNRS – Honors Course Designator

Prerequisite: BA 275 with C- or better or BA 275H with C- or better or BA 276 with C- or better and (BA 270 [C-] or BA 270H [C-] or BA 302 [C-] or BA 302H [C-])

Equivalent to: BA 357

BA 360, INTRODUCTION TO FINANCIAL MANAGEMENT, 4 Credits

Explore the issues facing a financial manager in new business ventures, small businesses, and corporations. Focus on the role of the financial manager in business settings, explores the functions of a financial manager in financial analysis, forecasting, planning, and control; asset and liability management; capital budgeting; and raising funds for new business ventures, small businesses, and corporations.

Prerequisite: ((BA 211 with C- or better or BA 211H with C- or better) or (BA 215 with C- or better or BA 215H with C- or better) or BA 315 with C- or better) and ((ECON 201 with C- or better or ECON 201H with C- or better) or (AEC 250 with C- or better or AEC 250H with C- or better) or AEC 251 with C- or better)

Equivalent to: BA 240, BA 240H, BA 360H

Available via Ecampus

BA 360H, INTRODUCTION TO FINANCIAL MANAGEMENT, 4 Credits

Explore the issues facing a financial manager in new business ventures, small businesses, and corporations. Focus on the role of the financial manager in business settings, explores the functions of a financial manager in financial analysis, forecasting, planning, and control; asset and liability management; capital budgeting; and raising funds for new business ventures, small businesses, and corporations.

Attributes: HNRS – Honors Course Designator

Prerequisite: ((BA 211 with C- or better or BA 211H with C- or better) or (BA 215 with C- or better or BA 215H with C- or better) or BA 315 with C- or better) and ((ECON 201 with C- or better or ECON 201H with C- or better) or (AEC 250 with C- or better or AEC 250H with C- or better) or AEC 251 with C- or better)

Equivalent to: BA 240, BA 240H, BA 360

BA 362, SOCIAL ENTREPRENEURSHIP AND SOCIAL INITIATIVES, 4 Credits

The core concepts of entrepreneurship, using entrepreneurship to craft innovative responses to social problems. Entrepreneurial skills are as valuable in the social sector as they are in business. Includes both profit and non-profit firms that have programs designed to create social value.

BA 363, TECHNOLOGY AND INNOVATION MANAGEMENT, 4 Credits

Introduces students to the fundamentals of managing innovation and technology toward the production of intellectual assets; how innovations are created, evaluated and leveraged within business strategy; and how innovation is managed within various business environments.

Available via Ecampus

BA 365, FAMILY BUSINESS MANAGEMENT, 4 Credits

Focuses on the opportunities and the problems characteristic of family businesses: entrepreneurship, management succession, transfer of ownership, mixing family and business roles, family conflicts, personnel issues, non-family employees, and outside advisors.

Available via Ecampus

BA 367, LAUNCH ACADEMY, 3 Credits

The Oregon State Launch Academy is an incubator for student entrepreneurs who want to be immersed in an innovative, high-energy environment that promotes the creation, evolution and implementation of business ideas. Launch Academy students earn academic credit for working on their businesses and have access to seed funding, prototyping equipment, co-working space, mentoring and training to help them advance their ideas. Launch Academy students learn about developing new products or services, marketing their ideas, building teams and securing funding, among other critical elements of entrepreneurial success.

Available via Ecampus

BA 368, ADVANCED LAUNCH ACADEMY, 1-3 Credits

The Oregon State Launch Academy is an incubator for student entrepreneurs who want to be immersed in an innovative, high-energy environment that promotes the creation, evolution and implementation of business ideas. Launch Academy students earn academic credit for working on their businesses and have access to seed funding, prototyping equipment, co-working space, mentoring and training to help them advance their ideas. In BA 368 Advanced Launch Academy students/teams will receive coaching from the instructor to move their business ideas forward. Students will secure and engage mentors, complete and test prototypes of their ideas, market their ideas, and prepare to secure funding for their ideas. Graded P/N.

Prerequisite: BA 367 with C- or better

This course is repeatable for 12 credits.

BA 370, BUSINESS INFORMATION SYSTEMS OVERVIEW, 4 Credits

Introduce students to the field of information management. Topics include information systems technology, the strategic role of IT, the business applications of networks, databases and Internet technologies, and the development and implementation of information systems. Use relational database models to design a real-world case study.

Prerequisite: BA 270 with C- or better or BA 270H with C- or better or BA 302 with C- or better

Equivalent to: BA 370H

Available via Ecampus

BA 370H, BUSINESS INFORMATION SYSTEMS OVERVIEW, 4 Credits

Introduce students to the field of information management. Topics include information systems technology, the strategic role of IT, the business applications of networks, databases and Internet technologies, and the development and implementation of information systems. Use relational database models to design a real-world case study.

Attributes: HNRS – Honors Course Designator

Prerequisite: BA 270 with C- or better or BA 270H with C- or better or BA 302 with C- or better

Equivalent to: BA 370

BA 371, BUSINESS DATA MANAGEMENT, 4 Credits

Exploration of business data management technologies including but not limited to relational database modeling, data retrieval, database triggers and stored procedures, NoSQL databases, programmatic database querying.

Prerequisite: BA 272 with C- or better and (ACTG 378 [C-] or ACTG 378H [C-] or BA 370 [C-] or BA 370H [C-])

BA 372, BUSINESS INFORMATION SYSTEMS DESIGN AND DEVELOPMENT, 4 Credits

Logical and physical design of computer-based information systems; tools and techniques that underlie the design processes. Design of an enterprise information system with CASE tools. Alternative approaches to systems design with emphasis on object-orientation. Lec/rec.

Prerequisite: BA 272 with C- or better and (ACTG 378 [C-] or ACTG 378H [C-] or BA 370 [C-] or BA 370H [C-])

Recommended: BA 371

BA 375, APPLIED QUANTITATIVE METHODS, 4 Credits

Introduces students to the basics of data science and data analytics for handling of large-scale databases. It provides an overview of the main data-analytic techniques and topics including data visualization, linear and nonlinear regression analysis, time series analysis and forecasting, classification, and clustering methods.

Prerequisite: BA 275 with C- or better or BA 275H with C- or better

Equivalent to: BA 375H

Available via Ecampus

BA 375H, APPLIED QUANTITATIVE METHODS, 4 Credits

Introduces students to the basics of data science and data analytics for handling of large-scale databases. It provides an overview of the main data-analytic techniques and topics including data visualization, linear and nonlinear regression analysis, time series analysis and forecasting, classification, and clustering methods.

Attributes: HNRS – Honors Course Designator

Prerequisite: BA 275 with C- or better or BA 275H with C- or better

Equivalent to: BA 375

BA 381, PERSONAL AND PROFESSIONAL DEVELOPMENT, 4 Credits

Designed to help students transition to the OSU and COB communities, identify and employ academic success strategies, and start the process of career planning and development. Teaches students how to set financial goals.

Equivalent to: BA 253, BA 253H, BA 281, BA 281H, BA 291, BA 292, BA 294, BA 295, BA 353, BA 382, BA 384, BA 385, DSGN 253

Available via Ecampus

BA 382, BLUEPRINT - TRANSFER TRANSITIONS - THIRD YR WINTER EXTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to OSU and College of Business' component, and Professional Development content, including business writing and verbal communication; CliftonStrengths; Gap Analysis; Corporate Culture; Map to Graduation; Paying for College; Managing Professional Career Opportunities and Personal Fit. Appropriate for third year external transfer students matriculating to the College in the Winter term.

Equivalent to: BA 253, BA 253H, BA 281, BA 281H, BA 291, BA 292, BA 294, BA 295, BA 353, BA 381, BA 384, BA 385, DSGN 253

BA 383, BLUEPRINT-TRANSFER TRANSITIONS-THIRD YEAR SPRING EXTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to OSU and College of Business' component, and Professional Development content, including business writing and verbal communication; CliftonStrengths; Gap Analysis; Corporate Culture; Map to Graduation; Paying for College; Managing Professional Career Opportunities and Personal Fit; Investing, Taxes, Credit/Banking. Appropriate for third year external transfer students matriculating to the College in the Spring term.

BA 384, BLUEPRINT - TRANSFER TRANSITIONS - THIRD YEAR FALL INTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to the College of Business' component, and Professional Development content, including business writing and verbal communication; CliftonStrengths; Gap Analysis; Corporate Culture; Map to Graduation; and Paying for College. Appropriate for third year internal transfer students matriculating to the College in the Fall term.

Equivalent to: BA 253, BA 253H, BA 281, BA 281H, BA 291, BA 292, BA 294, BA 295, BA 353, BA 381, BA 382, BA 385, DSGN 253

BA 385, BLUEPRINT - TRANSFER TRANSITIONS - THIRD YR WINTER INTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to the College of Business' component, and Professional Development content, including business writing and verbal communication; CliftonStrengths; Gap Analysis; Corporate Culture; Map to Graduation; Paying for College; Managing Professional Career Opportunities and Personal Fit. Appropriate for third year internal transfer students matriculating to the College in the Winter term.

Equivalent to: BA 253, BA 253H, BA 281, BA 281H, BA 291, BA 292, BA 294, BA 295, BA 353, BA 381, BA 382, BA 384, DSGN 253

BA 386, BLUEPRINT-TRANSFER TRANSITIONS-THIRD YEAR SPRING INTERNAL, 4 Credits

Customized entry course for transfer students that provides a 'welcome to the College of Business' component, and Professional Development content, including business writing and verbal communication; CliftonStrengths; Gap Analysis; Corporate Culture; Map to Graduation; Paying for College; Managing Professional Career Opportunities and Personal Fit; Investing, Taxes, Credit/Banking. Appropriate for third year internal transfer students matriculating to the College in the Spring term.

BA 390, PRINCIPLES OF MARKETING, 4 Credits

Explores consumer and industrial markets, and activities and enterprises involved in distributing products to those markets. Develops an understanding of distribution processes, marketing problems, and marketing principles.

Prerequisite: ECON 201 with C- or better or ECON 201H with C- or better or AREC 250 with C- or better or AEC 250 with C- or better or AEC 251 with C- or better

Equivalent to: BA 223, BA 223H, BA 390H

Available via Ecampus

BA 390H, PRINCIPLES OF MARKETING, 4 Credits

Explores consumer and industrial markets, and activities and enterprises involved in distributing products to those markets. Develops an understanding of distribution processes, marketing problems, and marketing principles.

Attributes: HNRS – Honors Course Designator

Prerequisite: ECON 201 with C- or better or ECON 201H with C- or better or AREC 250 with C- or better or AEC 250 with C- or better or AEC 251 with C- or better

Equivalent to: BA 223, BA 223H, BA 390

BA 399, SPECIAL TOPICS IN BUSINESS ADMINISTRATION, 1-4 Credits

This course is repeatable for 16 credits.

BA 403, THESIS, 1-16 Credits

This course is repeatable for 16 credits.

BA 405, READING AND CONFERENCE, 1-16 Credits

Supervised individual work in some field of special application and interest. Subjects chosen must be approved by professor in charge.

This course is repeatable for 16 credits.

BA 406, PROJECTS, 1-16 Credits

This course is repeatable for 16 credits.

Available via Ecampus

BA 407, SEMINAR, 1-16 Credits

Equivalent to: BA 407H

This course is repeatable for 16 credits.

BA 407H, SEMINAR, 1-16 Credits

Attributes: HNRS – Honors Course Designator

Equivalent to: BA 407

This course is repeatable for 16 credits.

BA 410, BUSINESS INTERNSHIP, 1-12 Credits

Planned and supervised work experience at selected cooperating business firms. Supplementary training, conference, reports, and appraisals. Graded P/N.

This course is repeatable for 16 credits.

Available via Ecampus

BA 411, NAVIGATING YOUR WORKPLACE, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Builds a foundation of financial planning, offering students the tools to successfully manage their career pathways. Topics include: analyzing job offers and benefits packages, negotiating a job's salary/benefits, strategizing the first 90 days on the job, and advocating for opportunities at work.

Equivalent to: DSGN 411

Available via Ecampus

BA 412, FINANCIAL PLANNING I, 1 Credit

Part of Blueprint – a 12-course professional development course series to guide the student from college to career. Continues to build a foundation of financial planning, offering students the tools to successfully prepare for future wealth. Topics include: budgeting for life after graduation, planning for new earnings and income, saving for your future self, and keeping your money and yourself secure.

Equivalent to: DSGN 412

Available via Ecampus

BA 413, FINANCIAL PLANNING II, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Fourth of four courses dedicated to the foundations of professional financial planning so the student can have the tools needed to successfully manage their career pathway.

Equivalent to: DSGN 413

Available via Ecampus

BA 432, *ENVIRONMENTAL LAW, SUSTAINABILITY AND BUSINESS, 3 Credits

Explores fundamental business, legal, and policy issues raised by environmental law, sustainable business practices, and clean energy policies, and their impact on business and management practices.

Attributes: CSGI – Core, Synth, Global Issues

Available via Ecampus

BA 447, TOPICS IN INTERNATIONAL BUSINESS, 1-4 Credits

Analysis of current topics in international business. Topics will vary from term to term.

Prerequisite: BA 347 with C- or better or BA 347H with C- or better

BA 451, SUPPLY AND SOURCING MANAGEMENT, 3 Credits

Use of operations and supply chain management to make sourcing and supply decisions in international business contexts. Topics include purchasing/procurement procedures and policy, supply organization, specifications, sourcing strategy, supplier evaluation, competitive bidding, and e-procurement. Global contexts and environmentally and socially responsible supply management are emphasized.

Prerequisite: BA 270 with C- or better or BA 270H with C- or better

Available via Ecampus

BA 453, SUPPLY CHAIN MODELING AND DECISION ANALYSIS, 4 Credits

Introduce decision modeling and analysis tools with a particular emphasis on linear programming and stochastic decision making tools for solving various business decision problems pertaining to supply chain management. The major goals are to enhance students' ability to think, formulate and analyze business problems using optimization and stochastic simulation (Monte Carlo simulation and discrete-event simulation). The case study approach, lectures, discussions and computer-aided problem solving will be used to develop and apply the relevant concepts and methodologies.

Prerequisite: BA 375 with C- or better

BA 454, LEAN ENTERPRISE MANAGEMENT AND CAPSTONE, 3 Credits

Analyze business cases that address global value creation and production/delivery systems. Complete integrated business projects to identify critical operations and supply chain management issues, apply multidisciplinary knowledge, analyze and evaluate alternative solutions and write and present reports recommending firm strategies.

International business and cross-cultural competencies are emphasized.

Prerequisite: BA 459 with C- or better and MGMT 457 [C-]

Available via Ecampus

BA 456, TECHNOLOGY APPLICATIONS IN SUPPLY CHAIN MANAGEMENT, 4 Credits

Introduction to the knowledge and skills necessary to quantify the impact of supply chain management decisions on the bottom line. Basic understanding of accounting, finance, production cost, scheduling, and the link between supply chain and overall financial performance. Management of a company's integrated supply chain using a sophisticated ERP system.

Prerequisite: BA 375 with C- or better

Equivalent to: MGMT 456

Recommended: a minimum grade of C- or better. Senior standing.

BA 458, INNOVATION AND NEW PRODUCT DEVELOPMENT, 4 Credits

Strategic management of an organization's system and technologies in support of innovation and new product/service development. Application experience with new product/service development process using problem solving skills, information management, and critical thinking.

Prerequisite: BA 223 with C- or better or BA 223H with C- or better or BA 390 with C- or better or BA 390H with C- or better

BA 459, SERVICE OPERATIONS MANAGEMENT, 3 Credits

Focus on the management of global service operations including designing and managing systems to coordinate global information and material flows within and between firms in a supply chain. Covers planning operations, evaluating system alternatives, designing and researching global supply networks, examining complex adaptive systems and evaluating value stream synchronization.

Prerequisite: BA 375 with C- or better or BA 375H with C- or better

Available via Ecampus

BA 460, VENTURE MANAGEMENT, 4 Credits

Entrepreneurial and innovation processes applied to new business start-ups, existing small businesses, and new ventures within larger organizations; new venture planning, project management, and productivity improvement. Cases and projects are used to apply concepts and to develop communication skills.

Prerequisite: (BA 260 with C- or better or BA 260H with C- or better) and (BA 351 [C-] or BA 352 [C-] or BA 352H [C-]) and (BA 223 [C-] or BA 223H [C-] or BA 390 [C-] or BA 390H [C-])

Available via Ecampus

BA 463, FAMILY ENTERPRISE GOVERNANCE, 4 Credits

Explores and analyzes family enterprise governance practices. Addresses the governance of established family enterprises as distinct from publicly-held firms. Examines succession, stewardship, conflict resolution, communications, legal, and financial aspects, estate planning, strategy, philanthropy and other topics that drive successful family enterprise governance.

Available via Ecampus

BA 464, NEW VENTURE FINANCING, 4 Credits

Explore financial issues facing entrepreneurial business ventures: cash flow and budgets, financial analysis, financial statement forecasting, financial controls, asset management, and understanding the funding options at different points in the business life cycle including SBA loans, angel investment, venture capital, bank loans, and going public.

Prerequisite: ((BA 260 with C- or better or BA 260H with C- or better) and (BA 240 [C-] or BA 240H [C-] or BA 360 [C-] or BA 360H [C-] or FIN 340 [C-] or FIN 340H [C-]))

Available via Ecampus

BA 465, *SYSTEMS THINKING AND PRACTICE, 4 Credits

Hard and soft system theories examined, methods and techniques for dealing with real-world problems; skills and dialogue techniques to identify mindsets, define problems, and explore alternative pathways for solutions. (Bacc Core Course)

Attributes: CSGI – Core, Synth, Global Issues

Equivalent to: BA 465H, ENGR 465, H 490, HORT 490

BA 465H, *SYSTEMS THINKING AND PRACTICE, 4 Credits

Hard and soft systems theories are examined, including methods and techniques for dealing with real-world problems; skills and dialogue techniques to identify mindsets, define problems, and explore alternative pathways for solutions.

Attributes: CSGI – Core, Synth, Global Issues; HNRS – Honors Course Designator

Equivalent to: BA 465

BA 466, INTEGRATIVE STRATEGIC EXPERIENCE, 4 Credits

Provides students with an overview of the basic concepts in strategic management. Students learn frameworks and models to understand and analyze a firm's external environment and internal resources in an effort to create sustainable competitive advantages. Analysis and critique of conventional conceptions of business ethics. Evaluation of ethical issues involving businesses at firm, national, and international levels.

Prerequisite: ((BA 240 with C- or better or BA 240H with C- or better or FIN 340 with C- or better or FIN 340H with C- or better or BA 360 with C- or better or BA 360H with C- or better) and (BA 352 [C-] or BA 352H [C-]) and (BA 357 [C-] or BA 357H [C-]) and (BA 223 [C-] or BA 223H [C-] or BA 390 [C-] or BA 390H [C-]))

Equivalent to: BA 466H

Available via Ecampus

BA 466H, INTEGRATIVE STRATEGIC EXPERIENCE, 4 Credits

Provides students with an overview of the basic concepts in strategic management. Students learn frameworks and models to understand and analyze a firm's external environment and internal resources in an effort to create sustainable competitive advantages. Analysis and critique of conventional conceptions of business ethics. Evaluation of ethical issues involving businesses at firm, national, and international levels.

Attributes: HNRS – Honors Course Designator

Prerequisite: ((BA 240 with C- or better or BA 240H with C- or better or FIN 340 with C- or better or FIN 340H with C- or better or BA 360 with C- or better or BA 360H with C- or better) and (BA 352 [C-] or BA 352H [C-]) and (BA 357 [C-] or BA 357H [C-]) and (BA 223 [C-] or BA 223H [C-] or BA 390 [C-] or BA 390H [C-]))

Equivalent to: BA 466

BA 467, NEW VENTURE LABORATORY, 4 Credits

Entrepreneurship capstone course. Fully develop a business plan including product specs with prototype, financial analysis, market analysis, marketing plan, management structure and proposed financing.

Prerequisite: (BA 357 with C- or better or BA 357H with C- or better) and BA 458 [C-]

Equivalent to: ENGR 467

BA 468, TECHNOLOGY COMMERCIALIZATION, 2-4 Credits

'Hands on' class in which students will exercise commercialization concepts on recently awarded Oregon State University patents or individual commercialization projects. Students will learn a process and tools to assess the business viability of a technical idea, and to develop the best business approach for commercialization.

Prerequisite: BA 363 with C- or better

Equivalent to: BA 468X

This course is repeatable for 8 credits.

BA 474, DATA MANAGEMENT, 3 Credits

Familiarize students with the major activities involved in collecting and managing data for a data analytics project, including extracting information from relational databases, mapping organizational requirements into a data design, transforming data into information, and exploring basic concepts underlying noSQL data management and analysis methods.

Prerequisite: BA 481 with C- or better or BA 483 with C- or better
Available via Ecampus

BA 475, DATA EXPLORATION AND VISUALIZATION, 3 Credits

Exploring and visualizing data in business analytics projects. We will focus on exploring and wrangling data to discover interesting analysis questions and prepare for other analytics activities. We will pay special attention to data visualization methods and their overall place in data science and business analytics.

Prerequisite: BA 481 with C- or better or BA 483 with C- or better
Available via Ecampus

BA 476, DATA AND TEXT MINING, 3 Credits

Introduces the concepts and applications of data and text mining. As the core of business analytics, mining structured and unstructured information is critical for better decision making by deriving valuable insights from your enterprise data repositories regardless of source or format. It allows deep, rich analysis of information. Data/text mining can help organizations surface undetected problems, fix process inefficiencies, improve customer service and corporate accountability, reduce operating costs and risks and discover new revenue opportunities. Student groups will implement a comprehensive project of data/text analytics.

Prerequisite: BA 474 with C- or better and BA 475 [C-]

BA 478, SUPPLY CHAIN ANALYTICS, 3 Credits

Explores modeling methods for design, analysis, execution and integration of supply chains. Introduces students to a variety of modeling and optimization techniques for the analysis of strategic, tactical and operational supply chain problems, including demand forecasting, risk analysis, revenue management, distribution and facility location.

Prerequisite: (BA 357 with C- or better or BA 357H with C- or better) and (BA 375 [C-] or BA 375H [C-])

Available via Ecampus

BA 479, BUSINESS TELECOMMUNICATIONS AND NETWORKING, 4 Credits

Provide a fundamental understanding of the five-layer Internet model and its effects on the business environment and enterprise-wide computing. Assignments relate to network administration in a virtualized cloud environment.

Prerequisite: BA 270 with C- or better or BA 270H with C- or better

BA 480, INFORMATION SYSTEMS SECURITY, 4 Credits

Covers security risk mitigation methods and procedures such as access control, identity management, intrusion prevention and detection, network and physical security, etc. These and other topics will be placed in both the operational and strategic context of the business. Addresses several IS governance and IS security frameworks within which the various security concepts, aspects, policies and procedures can be viewed and discussed.

Prerequisite: (ACTG 378 with C- or better or ACTG 378H with C- or better or BA 370 with C- or better or BA 370H with C- or better) and BA 479 [C-]

BA 481, INTRODUCTION TO BUSINESS ANALYTICS, 4 Credits

How organizations can successfully collect, evaluate and apply information for better decision making. Emerging technologies such as transaction processing systems, RFID, weblogs, social networks, website usage, and online communities have the potential to reveal market trends, suppliers' preferences, and competitors' next moves. The success of an organization largely depends on its ability to take advantage of those data sets that are already available to it. The class starts with basic IT strategy concepts for the identification of the opportunities for BI solutions, and ends with hands-on experience using Business Intelligence tools to implement such solutions.

Equivalent to: BA 483

Available via Ecampus

BA 482, INFORMATION SECURITY GOVERNANCE, 4 Credits

As a discipline cybersecurity covers software, hardware, networking, systems, individuals, organizations and applicable policies, laws and standards, among others. Given societies' dependence on the security of global infrastructure and the increasing complexity of maintaining the security of those systems, there is a growing need for an interdisciplinary approach to study this topic. This course introduces several well-regarded and well-used IT and IT security governance frameworks which can be used to apply and govern security policies and protocols in organizations. The course also delves into SOC IT auditing.

Available via Ecampus

BA 483, BUSINESS ANALYTICS, 4 Credits

Presents how organizations can successfully 'collect, evaluate and apply information' for better decision making. Technologies such as transaction processing systems, RFID, weblogs, social networks, website usage, and online communities have the potential to reveal market trends, suppliers' preferences, and competitors' next moves. The success of an organization largely depends on its ability to take advantage of those data sets that are already available to it.

Prerequisite: BA 371 with C- or better and BA 479 [C-]

Equivalent to: BA 481

BA 487, HOSPITALITY FINANCIAL MANAGEMENT, 4 Credits

Introduces students to the evaluation of investments in competitive products and services as sustainable strategies for the hospitality industry.

Prerequisite: BA 360 with C- or better and BA 486 [C-]

BA 488, ADVANCED HOSPITALITY MANAGEMENT, 4 Credits

Designed to provide students with an in-depth understanding of the importance of core competencies in the hospitality industry in terms of overall value addition, competitive methods, and competitive advantage, taking into consideration both present and future effects.

Prerequisite: BA 352 with C- or better

BA 499, SPECIAL TOPICS IN BUSINESS ADMINISTRATION, 1-4 Credits

This course is repeatable for 16 credits.

BA 501, RESEARCH, 1-16 Credits

This course is repeatable for 16 credits.

BA 503, THESIS, 1-16 Credits

This course is repeatable for 999 credits.

BA 505, READING AND CONFERENCE, 1-16 Credits

This course is repeatable for 16 credits.

BA 506, PROJECTS, 1-16 Credits

This course is repeatable for 16 credits.

BA 507, SEMINAR, 1-16 Credits

This course is repeatable for 16 credits.

BA 510, BUSINESS INTERNSHIP, 1-6 Credits

Planned and supervised work experience at selected cooperating business firms. Supplementary training, conferences, reports, and appraisals.

This course is repeatable for 16 credits.

BA 512, BUSINESS ANALYSIS AND COMMUNICATION, 6 Credits

Students will be guided through a process of determining business issues or challenges given specific situations, providing reasons/justifications why these are important, proposing solutions to the identified business problems, and communicating this analysis through in-class discussions and writing.

Recommended: ALS 162 with a minimum grade of B

BA 513, BUSINESS LEGAL ENVIRONMENT, 3 Credits

Provides the essential legal foundation for business managers in companies operating in the U.S. Effective strategies for managers to prevent and resolve legal disputes will be stressed. Topics include legal issues related to corporate forms, creating and enforcing contracts, reducing exposure to tort liability and the role of employees as agents of a business.

Available via Ecampus

BA 514, OPERATIONS MANAGEMENT, 3 Credits

Provides a foundation for business managers in statistics and operations management. Emphasis on quantitative tools for sampling, interval estimation and hypothesis testing as well as operations management concepts for processes, quality systems, supply chain management, inventory management, resource planning, and sustainable lean systems.

Recommended: College algebra (including probabilities).

Available via Ecampus

BA 515, MANAGERIAL DECISION TOOLS, 3 Credits

Develop business management skills by learning the principles of managerial and financial accounting. Emphasis will be placed on understanding financial statements, cost analysis, and funding decisions. Focuses on integrating the theoretical framework of accounting and finance with the "hands on" technical skills needed to evaluate financial decisions within an organization.

Recommended: College algebra.

Available via Ecampus

BA 516, CREATING VALUE IN EXCHANGE, 3 Credits

A graduate-level survey course that provides a foundation for business managers in the concepts of marketing. The student will develop an understanding of marketing principles and an awareness of marketing challenges.

Recommended: Microeconomics

Available via Ecampus

BA 517, MARKETS AND VALUATION, 3 Credits

Introduces students to the basic questions facing a financial manager and the tools a financial manager uses to find answers to these questions. Introduces the basic tools of finance and applications of financial theory in use today. Students will be introduced to legal, ethical, technology, and global issues facing a financial manager. The course is designed to enhance a student's approach to financial decision making and emphasizes technical analysis and quantitative approaches to decision making.

Available via Ecampus

BA 518, ADOPTING THE ENTREPRENEURIAL MINDSET, 3 Credits

Introduces the fundamentals of entrepreneurship and innovation, and exposes the concepts, practice, and tools of the entrepreneurial world.

Available via Ecampus

BA 528, FINANCIAL AND COST ANALYSIS, 3 Credits

Analysis of the balance sheet and income statement to determine profitability, risk, and rate of return; preparation of pro forma financial statements; cost measurement for products, projects, jobs, customers, and markets; strategic cost decision making for pricing and resource allocation.

Recommended: BA 213 with a grade of C- or higher

Available via Ecampus

BA 531, BUSINESS LAW - TECHNOLOGY/ NEW VENTURES, 3 Credits

An integrative course on managing legal and ethical issues for new ventures. Focuses on business law for founders of start-up companies including formation of new business entities, protecting intellectual property, workforce management and global issues. Topics presented from an entrepreneurial perspective and include technology law, e-commerce law and government regulation. Students develop skills to identify and resolve legal and ethical issues, deal with administrative agencies, and proactively manage legal liability. Considerations of ethics and corporate responsibility are emphasized.

Recommended: BA 230 or BA 330 or BA 513 with a minimum grade of B-

BA 532, ENVIRONMENTAL LAW, SUSTAINABILITY, AND BUSINESS, 4 Credits

Explores fundamental business, legal, and policy issues raised by environmental law, sustainable business practices, and clean energy policies, and their impact on business and management practices.

BA 533, BUSINESS LAW FOR MANAGERS, 3 Credits

Develops knowledge and skills about business law used by managers in global organizations. Topics covered include establishing lawful and ethical business practices; preventing and responding to compliance failures, infringement and other legal threats; effective use of contracts; and resolving disputes through litigation and alternative dispute resolution.

Recommended: BA 230 and BA 233 and BA 513 and PHAR 707 and PHAR 708

Available via Ecampus

BA 540, CORPORATE FINANCE, 3 Credits

Emphasizes analytical tools to measure and manage firm value, through corporate strategies such as mergers and acquisitions, leveraged buyouts, international expansion, and new venture development.

Recommended: (BA 340 or FIN 340 or FIN 340H) with a minimum grade of C-

Available via Ecampus

BA 543, FINANCIAL MARKETS AND INSTITUTIONS, 3 Credits

Investigates the five major financial markets: common stock, bond, derivatives, mortgage, and currency. The course examines the agents in each of these markets, the rules of trading, and the rationale of the agents participating in the different markets.

Recommended: (BA 340 or FIN 340 or FIN 340H) with a minimum grade of C-

BA 550, ORGANIZATION LEADERSHIP AND MANAGEMENT, 3 Credits

Organization-wide implementation issues driven by change. Provides a balanced view of the structural and human sides of organization design.

Recommended: BA 352 with a minimum grade of C-

Available via Ecampus

BA 551, SUPPLY AND SOURCING MANAGEMENT, 3 Credits

Use of operations and supply chain management to make sourcing and supply decisions in international business contexts. Topics include purchasing/procurement procedures and policy, supply organization, specifications, sourcing strategy, supplier evaluation, competitive bidding, and e-procurement. Global contexts and environmentally and socially responsible supply management are emphasized.

Available via Ecampus

BA 554, LEAN ENTERPRISE MANAGEMENT AND CAPSTONE, 3 Credits

Analyze business cases that address global value creation and production/delivery systems. Complete integrated business projects to identify critical operations and supply chain management issues, apply multidisciplinary knowledge, analyze and evaluate alternative solutions and write and present reports recommending firm strategies. International business and cross-cultural competencies are emphasized.

Prerequisite: BA 559 with B- or better and BA 561 [B-]

Available via Ecampus

BA 555, PRACTICAL BUSINESS ANALYSIS, 3 Credits

Advanced survey of quantitative business methods useful for aiding management decisions. Topics include a review of basic statistics, mathematical programming, business simulation, statistical process control, advanced regression analysis and forecasting.

Recommended: BA 275 with a minimum grade of C- or higher

Available via Ecampus

BA 557, GLOBAL LOGISTICS MANAGEMENT: FUNDAMENTALS AND STRATEGY, 3 Credits

Students will learn key concepts, basic strategies, and decision-making tools relevant to logistics management, and apply them to real-world logistics problems faced by companies in the context of managing their global supply chains.

Prerequisite: BA 551 with B or better and BA 552 [B] and BA 561 [B]

Available via Ecampus

BA 559, SERVICE OPERATIONS MANAGEMENT, 3 Credits

Focus on the management of global service operations including designing and managing systems to coordinate global information and material flows within and between firms in a supply chain. Covers planning operations, evaluating system alternatives, designing and researching global supply networks, examining complex adaptive systems and evaluating value stream synchronization.

Prerequisite: BA 551 with B- or better and BA 555 [B-]

Equivalent to: BA 552

Available via Ecampus

BA 560, VENTURE PLANNING, 3 Credits

Entrepreneurial and innovation processes applied to new business start-ups, existing small businesses, and new ventures within larger organizations; emphasis on venture planning with project management. Lec/rec.

Recommended: ((BA 340 or BA 340H or FIN 340 or FIN 340H) and (BA 390 or BA 390H)) with a minimum grade of C-

BA 561, SUPPLY CHAIN MANAGEMENT, 3 Credits

Covers tools and concepts needed to manage the entire supply chain effectively. Topics include negotiation, purchasing, logistics operations, and applying e-business tools. Emphasis on creating integrated supply chains.

Recommended: (BA 357 and BA 555) with a minimum grade of C-
Available via Ecampus

BA 562, MANAGING PROJECTS, 3 Credits

Covers tools and concepts used by managers to plan and initiate business projects. Computer applications, cases and a project.

Recommended: (BA 352 and BA 357) with a minimum grade of C-
Available via Ecampus

BA 563, FAMILY ENTERPRISE GOVERNANCE, 4 Credits

Builds on the introductory family business management course to examine the required elements of a successful enterprise, a diversified and multigenerational organization comprised of multiple business lines.

Recommended: BA 365
Available via Ecampus

BA 567, SELECTED TOPICS IN MANAGEMENT, 0-4 Credits

Examination of the impact of recent advances in management on contemporary business. Topic will vary from term to term. Lec/rec.
This course is repeatable for 16 credits.

BA 568, INTEGRATED BUSINESS PROJECT, 3 Credits

The project requires students to complete a business plan, as a means of directing the development of a business. A business plan can help focus a business idea, chart a course for strategic business development, and facilitate setting objectives and creating evaluative benchmarks of progress. To be taken during the last year of the MBA program.

BA 569, ADVANCED STRATEGIC MANAGEMENT, 3 Credits

Advanced integrative case-based course on the process of systematically developing and managing firm strategies. Topics are covered from a general management perspective and include setting corporate goals and objectives, analyzing external competitive environments, understanding business models, identifying strategy options, and designing appropriate organization systems and structure for implementation of plans. International and e-business issues are integrated throughout.

Recommended: All foundation courses
Available via Ecampus

BA 570, INNOVATION STRATEGY, IP, AND NPDP, 3 Credits

Enables students who are aspiring entrepreneurs forming new ventures or corporate managers leading existing businesses to understand the fundamental drivers of the success or failure of new products, from the perspective of the strategic management of technological innovation.

Prerequisite: BA 560 with B- or better

BA 571, HEALTHCARE AND BIOMEDICAL INNOVATION, 3 Credits

An integrative learning experience intended to provide current and future managerial, analytical, clinical, and technical professionals in health-related fields with an understanding of the full range of strategic issues associated with innovation management, intellectual property (IP) protection, and new product development. Through the use of conceptual frameworks, relevant case studies, simulations, and product/service examples drawn from the global healthcare ecosystem, explore the effective use of IP to reduce and manage risk, facilitate market entry, and enhance competitive positioning.

BA 572, ADVANCED INFORMATION SYSTEMS, 3 Credits

The development, implementation and management of information technology applications will be addressed. Topics will address the development and application of technology to support linkages within the organization and outside the organization. Projects will be assigned to illustrate the topics.

Available via Ecampus

BA 573, DATA ANALYTICS FOR COMPETITIVE ADVANTAGE, 3 Credits

Case studies, hands-on data analysis experience, and a class project will introduce basic concepts of data analytics, sketch the lifecycle of a data analytics project, and connect analytics to business consequences. Students will use representative analytic tools to support decision making.

Available via Ecampus

BA 574, DATA MANAGEMENT, 3 Credits

Familiarize students with the major activities involved in collecting and managing data for a data analytics project, including extracting information from relational databases, mapping organizational requirements into a data design, transforming data into information, exploring data warehouse concepts, and exploring basic concepts underlying Hadoop and other noSQL data management and analysis methods.

Prerequisite: BA 573 with C or better
Available via Ecampus

BA 575, DATA EXPLORATION AND VISUALIZATION, 3 Credits

In this course we concentrate on the initial, exploratory phases of business analytic data analysis. We explore different types of data and the types of analysis they allow; aggregating and disaggregating data and issues of validity with both selecting and collecting data. We also start exploring one or more datasets relating to our Integrated Business Analytics Project (BA 577).

Prerequisite: BA 573 with C or better
Available via Ecampus

BA 576, DATA AND TEXT MINING, 3 Credits

Examine how data/text analysis technologies can be used to improve decision making. The class covers the fundamental principles and techniques of data mining, text analysis, and uses real-world examples and cases to place data-mining techniques in context. Students will have hands-on experience with data/text mining software.

Prerequisite: BA 574 with C or better and BA 575 [C]

Available via Ecampus

BA 577, INTEGRATED BUSINESS ANALYTICS PROJECT, 3 Credits

Students will integrate what they have learned to solve industry-sponsored problems. The goal of the class is to provide students with opportunities to design, implement, and evaluate analytic solutions for a real-world enterprise. Student teams will examine the data requirements, technical requirements, and organizational requirements necessary for the success of analytical solutions. The project will give students the experience of leading and managing an analytical team, much as a Chief Analytics Officer (CAO) would be expected to do.

Prerequisite: BA 555 with C or better and BA 574 [C] and BA 575 [C]

Available via Ecampus

BA 578, SUPPLY CHAIN ANALYTICS, 3 Credits

Explores modeling methods for design, analysis, execution and integration of supply chains. Introduces students to a variety of modeling and optimization techniques for the analysis of strategic, tactical and operational supply chain problems including demand forecasting, risk analysis, revenue management, distribution and facility location.

Prerequisite: BA 555 with B- or better

Available via Ecampus

BA 590, MARKETING MANAGEMENT, 3 Credits

Provides students with an understanding of how a market-orientation can help firms to profitably deliver value to their targeted customers. Through a combination of lectures, in-class exercises, and case discussions, students will learn how to analyze complex marketing challenges, and make strategic decisions based on established marketing management principles.

Recommended: BA 390 with a minimum grade of C-

Available via Ecampus

BA 599, SPECIAL TOPICS IN BUSINESS ADMINISTRATION, 1-4 Credits

This course is repeatable for 16 credits.

BA 601, RESEARCH AND SCHOLARSHIP, 1-16 Credits

Graded P/N.

This course is repeatable for 32 credits.

BA 602, INDEPENDENT STUDY, 1-16 Credits

This course is repeatable for 32 credits.

BA 603, THESIS/DISSERTATION, 1-16 Credits

Graded P/N.

This course is repeatable for 999 credits.

BA 605, READING AND CONFERENCE, 1-16 Credits

This course is repeatable for 32 credits.

BA 607, SEMINAR, 1-16 Credits

This course is repeatable for 32 credits.

BA 611, TEACHING EFFECTIVENESS, 1-6 Credits

Provides an overview of a broad range of effective teaching techniques and common issues associated with teaching at the college level (e.g., defining learning outcomes, common pitfalls, assessing of student learning, etc.).

This course is repeatable for 6 credits.

BA 612, FOUNDATIONS OF BUSINESS RESEARCH, 3 Credits

Introduces first-year business doctoral students to concepts fundamental to conducting research in business as a social science. Specific topics may change from quarter to quarter, but sample topics include the academic environment in business, research paradigms, ethics in research, fundamentals of scientific research, constructs, validity, sampling, and analysis and interpretation.

BA 613, SEMINAR IN BUSINESS RESEARCH METHODS, 3 Credits

Provides first-year business PhD students with an in-depth introduction to the most common research methodologies used by current business faculty across multiple functional disciplines. Specific research methods covered may change from quarter to quarter, but sample topics include use of basic econometric models for analysis of archival data, experimental methodologies, qualitative research techniques, and survey research.

BA 660, FOUNDATIONS OF ENTREPRENEURSHIP RESEARCH, 3 Credits

Provides a broad overview of the foundations of entrepreneurship research, including theoretical underpinnings of the field as well as some of the common and/or promising approaches to the study of entrepreneurial phenomena.

BA 661, DOCTORAL SEMINAR IN ORGANIZATIONAL THEORY, 3 Credits

Surveys research on classic and contemporary developments in basic organizational theory.

BA 662, CORPORATE ENTREPRENEURSHIP AND NEW VENTURES, 3 Credits

Surveys research in the area of corporate entrepreneurship and venturing, focusing on relevant theoretical underpinnings and core concepts in the corporate entrepreneurship, entrepreneurship, and strategy literatures.

BA 663, STRATEGIC MANAGEMENT, 3 Credits

Surveys research exploring the central question in strategy: Why do some firms outperform others? The course considers a wide variety of foundational and contemporary issues in the field, and while specific topics may change from quarter to quarter, sample topics include competitive and cooperative interactions, the resource-based view and firm capabilities, organizational learning and adaptation, and industry evolution.

BA 664, TECHNOLOGY AND INNOVATION MANAGEMENT, 3 Credits

Surveys research on the management of innovation and technology in organizations, focusing on innovation as an outcome (product, service, technology, practice) and on the process of generation, adoption, and implementation of innovation in organizations.

BA 808, WORKSHOPS, 0-16 Credits

Workshops aimed at practicing professionals in the discipline. Topics may vary.

Design (DSGN)

DSGN 121, COMPUTER AIDED DESIGN, 3 Credits

Introduction to the Adobe Creative Suite: Illustrator and Photoshop. Instruction in drawing, image editing, flat illustrations and textile design. Lec/studio.

Equivalent to: DSGN 221

Available via Ecampus

DSGN 199, SPECIAL TOPICS, 1-6 Credits

This course is repeatable for 12 credits.

DSGN 226, SPECIFICATION BUYING, 4 Credits

Introduction to terminology, assembly process, quality factors, and costs in the development of sewn product specifications. Lec/lab.

DSGN 244, COLOR INNOVATION, 4 Credits

The aesthetics, meaning, and perception of color provide the foundational knowledge in this course.

Equivalent to: DSGN 244H

DSGN 244H, COLOR INNOVATION, 4 Credits

The aesthetics, meaning, and perception of color provide the foundational knowledge in this course.

Attributes: HNRS – Honors Course Designator

Equivalent to: DSGN 244

DSGN 253, PROFESSIONAL DEVELOPMENT, 3 Credits

Introduces career management process. Emphasizes ongoing, systematic nature of process. Topics include self-assessment, career exploration, preliminary employment strategies.

Prerequisite: DSGN 121 with C- or better

Equivalent to: BA 253, BA 253H, BA 281, BA 281H, BA 291, BA 292, BA 294, BA 295, BA 353, BA 381, BA 382, BA 384, BA 385

DSGN 255, TEXTILES, 4 Credits

Properties, identification, selection, use and care of textile fibers and fabrics. Analysis of fiber, yarn, and fabric constructions in textiles.

Equivalent to: DHE 255

DSGN 276, INTRODUCTION TO MERCHANDISING MANAGEMENT, 4 Credits

Provides the introductory knowledge necessary to prepare students for working in the retail industry. Introduces students to the retail industry including basic terminology, industry history, and to merchandising management decisions. Prepares students for more advanced knowledge acquired in the Merchandising Management concentration.

DSGN 281, DRAWING AND SKETCHING, 4 Credits

Designed for both beginning drawers and those wanting to improve their skills. Focuses exclusively on hand drawing skills with an emphasis on technical drawing skills, observational and perspective drawing, as well as imagination and creativity. Students develop a working knowledge of visual methods for communicating design concepts. Class format includes a combination of quick drawing activities, demonstrations, lectures, critiques, and work time on drawing assignments. Throughout the term students are introduced to the drawings of several prominent designers and artists.

DSGN 282, DRAFTING YOUR CAREER BLUEPRINT, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Topics include understanding and developing one's own talents and strengths and beginning the initial stages of career exploration.

Equivalent to: BA 282

DSGN 283, CREATIVITY, CULTURE, AND THE WORKPLACE, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Explores students' unique talents and how teams as well as organizations can benefit from diverse and inclusive communities.

Equivalent to: BA 283

DSGN 284, FOUNDATIONS OF PERSONAL FINANCE I, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Topics include foundations of personal finance, helping students navigate paying-for-college resources and aiding them in developing and sticking to a realistic budget while in school.

Equivalent to: BA 284

DSGN 287, STUDIO I: DESIGN COMMUNICATION, 4 Credits

Focuses on design communication through electronic media. Students use AutoCAD, SketchUp, and the Adobe Creative Cloud to create 2D and 3D visualizations and presentations of interiors. Lec/studio.

DSGN 311, FRAMING YOUR CAREER PLAN, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Course topics are designed to help the student explore different types of business communications and how to effectively communicate their ideas in a variety of methods.

Equivalent to: BA 311

DSGN 312, FOUNDATIONS OF PERSONAL FINANCE II, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Second of four course in Blueprint that is dedicated to learning the foundations of personal finance. Topics include Taxes, Credit, Loans & Cars, and Investing.

Equivalent to: BA 312

DSGN 313, THE ORANGE AND BLACK CASE COMPETITION, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Strengthens students' foundational business knowledge, critical thinking abilities, and team collaboration skills through a college-wide case competition.

Prerequisite: BA 260 with C- or better or BA 260H with C- or better

Equivalent to: BA 313

DSGN 327, PERFORMANCE APPAREL INNOVATION I, 4 Credits

Develop innovative performance apparel from technical specifications or prototypes. Analysis of apparel construction related to equipment, cost, quality, end use and customer needs. Lec/lab.

Prerequisite: DSGN 226 with C- or better

DSGN 328, DIGITAL DESIGN FOR APPAREL, 3 Credits

Computer-aided flat pattern, grading and marker techniques using industry relevant pattern development software.

Prerequisite: DSGN 327 with C- or better

DSGN 329, SPORTSWEAR INDUSTRY COLLABORATION, 3 Credits

Industry lead team project. Creation of briefs, sketch, pattern, design textile prints, construct prototypes based on identified consumer and company.

Prerequisite: DSGN 327 with C- or better

DSGN 330, ^FASHION FORECASTING AND MARKET ANALYSIS, 4 Credits

Forecasting and market analysis processes applied to fashion goods. (Writing Intensive Course)

Attributes: CWIC – Core, Skills, WIC

Prerequisite: WR 222 with C- or better or WR 323 with C- or better or WR 327 with C- or better

Equivalent to: DHE 330

DSGN 333, HISTORY OF CONTEMPORARY FASHION, 4 Credits

Historic analysis of fashion change in men's and women's apparel from 1890 to the present. The influence of social and cultural factors upon Euro-American fashion.

DSGN 341, DESIGN THINKING AND PROCESS INNOVATION, 4 Credits

Application of a qualitative, multi-method approach to gain insight into how the consumer experience can be improved within a given context. Application of design thinking principles to identify and develop solutions to improve consumer experience within a given context.

Equivalent to: DSGN 341H

DSGN 341H, DESIGN THINKING AND PROCESS INNOVATION, 4 Credits

Application of a qualitative, multi-method approach to gain insight into how the consumer experience can be improved within a given context. Application of design thinking principles to identify and develop solutions to improve consumer experience within a given context.

Attributes: HNRS – Honors Course Designator

Equivalent to: DSGN 341

DSGN 342, INTRODUCTION TO DESIGN MANAGEMENT, 4 Credits

Introduces the foundations and concepts of design strategy and creative development.

Prerequisite: DSGN 341 with C- or better

DSGN 343, IDEA VISUALIZATION, 4 Credits

Focuses on the design process through visual communication of ideation and sketching.

Prerequisite: DSGN 342 with C- or better

DSGN 356, SPECIFICATION AND EVALUATION OF PERFORMANCE MATERIALS, 3 Credits

Specification of materials for athletic and outdoor apparel to enhance human comfort, safety, and performance.

Prerequisite: DSGN 255 with C- or better

DSGN 357, EVALUATION OF PERFORMANCE MATERIALS LABORATORY, 1 Credit

Evaluation of materials for athletic and outdoor apparel to enhance human comfort, safety, and performance.

Prerequisite: DSGN 255 with C- or better and DSGN 327 [C-]

Corequisites: DSGN 356

Recommended: Concurrent enrollment with DSGN 356

DSGN 372, MERCHANDISE PLANNING AND CONTROL, 4 Credits

Quantitative analysis of inventory planning, pricing, and control for the profitable management of soft goods; analysis of management problems using quantitative data and merchandising principles.

Prerequisite: DSGN 276 with C or better

Equivalent to: DSGN 472

DSGN 377, RETAIL AND MERCHANDISING, 4 Credits

Evaluation of performance within the merchandising functions of an organization. Development of merchandising plans based on quantitative and qualitative analysis, as well merchandising principles.

Prerequisite: DSGN 372 with C- or better or DSGN 472 with C- or better

DSGN 383, BUILDING CONSTRUCTION AND MATERIALS, 3 Credits

An introduction to the manufacture, characteristics, sustainability, and use of construction materials in commercial and residential construction.

Equivalent to: DHE 283

DSGN 387, STUDIO III: ADVANCED DESIGN COMMUNICATION, 4 Credits

Development of presentation and Building Information Modeling (BIM) skills through various computer programs including Adobe Illustrator, Adobe PhotoShop, Sketchup, and Revit Architecture. In-class exercises and take-home assignments.

Prerequisite: DSGN 287 with C- or better

DSGN 388, STUDIO IV: HOSPITALITY DESIGN, 4 Credits

Study and design of hospitality spaces in compliance with building codes and industry standards, with emphasis on sustainability, safety, and cultural context.

Prerequisite: DSGN 387 with C- or better

DSGN 394, STUDIO V: LIGHTING DESIGN, 4 Credits

Lighting design and documentation for residential and small commercial projects. The commercial projects include space planning and lighting design for workspace and retail environments. Lec/Studio.

Prerequisite: DSGN 388 with C- or better

Equivalent to: DHE 394

DSGN 403, THESIS, 1-16 Credits

This course is repeatable for 16 credits.

DSGN 405, READING AND CONFERENCE, 1-16 Credits

Equivalent to: DHE 405

This course is repeatable for 16 credits.

DSGN 406, PROJECTS, 1-16 Credits

This course is repeatable for 16 credits.

DSGN 407, SEMINAR, 1-16 Credits

Equivalent to: DHE 407

This course is repeatable for 16 credits.

DSGN 408, WORKSHOP, 1-16 Credits

Equivalent to: DHE 408

This course is repeatable for 16 credits.

DSGN 409, PRACTICUM, 1-16 Credits

Equivalent to: DHE 409

This course is repeatable for 16 credits.

DSGN 410, DESIGN INTERNSHIP, 1-6 Credits

Planned and supervised work experience at selected cooperating business firms. Supplementary training, conference, reports, and appraisals. Graded P/N.

Equivalent to: DHE 410

This course is repeatable for 16 credits.

DSGN 411, NAVIGATING YOUR WORKPLACE, 1 Credit

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Builds a foundation of financial planning, offering students the tools to successfully manage their career pathways. Topics include: analyzing job offers and benefits packages, negotiating a job's salary/benefits, strategizing the first 90 days on the job, and advocating for opportunities at work.

Equivalent to: BA 411

DSGN 412, FINANCIAL PLANNING I, 1 Credit

Part of Blueprint – a 12-course professional development course series to guide the student from college to career. Continues to build a foundation of financial planning, offering students the tools to successfully prepare for future wealth. Topics include: budgeting for life after graduation, planning for new earnings and income, saving for your future self, and keeping your money and yourself secure.

Equivalent to: BA 412

DSGN 413, FINANCIAL PLANNING II, 1 Credit

Part of Blueprint – a 12-course professional development course series to guide the student from college to career. Finalizes the foundations of financial planning, offering students the tools to successfully outline long-term financial goals. Topics include: addressing debt and buying a home, managing risk and insurance, planning for retirement, and creating a long-term legacy.

Equivalent to: BA 413

DSGN 427, PERFORMANCE APPAREL INNOVATION II, 4 Credits

Develop innovative performance apparel from technical specifications or prototypes. Analysis of apparel construction related to equipment, cost, quality, end use and customer needs. Lec/lab.

Prerequisite: DSGN 327 with C- or better

DSGN 428, TECHNICAL SPORTSWEAR SIZING AND FIT, 4 Credits

Development of sizing and grading systems used in sportswear and evaluation of garment fit by use of virtual and physical prototypes.

Prerequisite: DSGN 327 with C- or better

DSGN 429, FUNCTIONAL DESIGN AND PRODUCT DEVELOPMENT, 4 Credits

Design processes and research methods used to create functional designs. Students will identify design problems and develop design brief and functional product line for identified target company. Lec/lab.

Prerequisite: DSGN 428 with C- or better

DSGN 440, DESIGN RESEARCH, 4 Credits

Surveys design principles, methods and applications in business outcomes. Application of design research is investigated and analyzed in group projects.

Prerequisite: DSGN 343 with C- or better

DSGN 441, SERVICE DESIGN INNOVATION, 4 Credits

Focuses on the impact that service design has on business enterprises. Creative ideation, critical analysis, and innovative thinking are integrated as foundations for service design outcomes.

Prerequisite: DSGN 440 with C- or better

DSGN 442, MATERIALITY AND MAKING FIELD PROJECT, 4 Credits

Focuses on material properties and specifications. Students work in the makerspace to design product outcomes.

Prerequisite: DSGN 440 with C- or better

Equivalent to: DHE 442

DSGN 464, CONTEMPORARY HISTORY OF INTERIORS AND HOUSING, 3 Credits

History of interior design from the mid-19th century to the present.

Prerequisite: ART 204 with C- or better or ART 205 with C- or better or

ART 206 with C- or better

DSGN 471, RETAIL PRESENTATION STRATEGIES, 4 Credits

Provides an overview of, and examines competitive presentation strategies within, retail environments and channels (e.g., in-store, catalog, online, mobile) by integrating the principles and elements of design with sensory marketing.

Prerequisite: DSGN 377 with C- or better and (BA 390 [C-] or BA 390H [C-] or BA 223 [C-] or BA 223H [C-] or MRKT 390 [C-])

DSGN 473, RETAIL STRATEGIES PRACTICUM, 4 Credits

Explores the role that retail strategies play within a value delivery network. Looks at how retailing helps deliver value created in manufacturing and in services. Examines how these organizations develop strategies to attract consumers and also how consumers develop strategies to acquire goods and services from retailers. Provides a foundation for students who plan to work in retailing or related disciplines.

Prerequisite: DSGN 377 with C- or better

DSGN 475, *GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR, 4 Credits

Trade theory and the effects of trade policy, cultural values, and economics on the global production, distribution, and consumption of textiles, apparel, and footwear. (Bacc Core Course)

Attributes: CSGI – Core, Synth, Global Issues

DSGN 488, STUDIO VI: HEALTHCARE DESIGN, 4 Credits

Interior design project development with emphasis on healthcare design, contract documents, and building codes.

Prerequisite: DSGN 394 with C- or better

DSGN 495, STUDIO VII: SENIOR THESIS II, 4 Credits

Individual design project development of programming document and construction drawings.

Prerequisite: DSGN 488 with C- or better

Equivalent to: DHE 495

Finance (FIN)

FIN 341, INVESTMENTS, 4 Credits

Risk and reward characteristics of investments; sources of investment information; domestic and international security markets; investment characteristics of common stocks, debt securities, convertible securities, option contracts, and investment companies; real property investment; economic market analysis; technical market analysis; tax aspects of investments; and investment management.

Prerequisite: BA 240 with C or better or BA 240H with C or better or BA 360 with C or better or BA 360H with C or better or FIN 340 with C or better or FIN 340H with C or better

Equivalent to: BA 341

FIN 342, ADVANCED FINANCIAL MANAGEMENT, 4 Credits

Capital market theory and the valuation of risky assets, capital budgeting, valuing the firm's securities, capital structure theory, long-term financing alternatives, cost of capital, dividend policy, working capital management, financial analysis and planning, mergers, and takeovers.

Prerequisite: FIN 340 with C or better or FIN 340H with C or better or BA 240 with C or better or BA 240H with C or better or BA 360 with C or better or BA 360H with C or better

Equivalent to: BA 342

FIN 434, CFA PREPARATION, 2-4 Credits

Provides students with structure and guidance in their preparation for the Chartered Financial Analyst (CFA) Level exam. Students systematically prepare for and are tested on the 18 sections of the exam.

Equivalent to: BA 434

This course is repeatable for 4 credits.

FIN 437, APPLIED PORTFOLIO MANAGEMENT, 2 Credits

Hands-on experience of managing two investment portfolios. Each member in the Oregon State Investment Group (OSIG) should act as a financial analyst to analyze a chosen company by performing the Discounted Cash Flow (DCF) or Residual Income Model (RIM), the relative valuation, and the SWOT analyses. The weekly seminar offers opportunities for students to present their analyses and offer comments and suggestions to other's presentations.

Equivalent to: BA 437

FIN 438, APPLIED PORTFOLIO MANAGEMENT II, 1 Credit

Each student will act as a financial analyst to analyze a chosen company using models learned in FIN 437. Provides students with an opportunity to practice security valuation and get familiar with the tools. In addition, this course will focus on various measures of portfolio performance.

Prerequisite: FIN 437 with C- or better or BA 437 with C- or better

Equivalent to: BA 438

FIN 439, APPLIED PORTFOLIO MANAGEMENT III, 1 Credit

Each student will act as a financial analyst to analyze a chosen company using models learned from FIN 437. Provides students additional opportunity to practice security valuation and strengthen their understanding of the tools. In addition, this course will introduce ways to develop an efficient portfolio.

Prerequisite: FIN 437 with C- or better or BA 437 with C- or better

Equivalent to: BA 439

FIN 440, FIXED INCOME SECURITIES, 4 Credits

Provides students with intermediate knowledge of fixed income assets, interest rate and interest rate theory, the tools for estimating values, and managing portfolios of fixed income assets. The course can also serve as a partial coverage of material expected of applicants planning on seeking the Certified Financial Analyst designation.

Prerequisite: FIN 341 with C- or better

FIN 441, FINANCIAL INSTITUTIONS, 4 Credits

Introduction of markets and institutions that form the economic system of trading financial and real assets both domestically and internationally. The introduction of concepts of financial theory, institutional detail, regulatory environments, and the history of financial markets. Topics include legal, ethical, technological, and global issues facing financial managers, markets, and institutions.

Prerequisite: BA 240 with C or better or BA 240H with C or better or BA 360 with C or better or BA 360H with C or better or FIN 340 with C or better or FIN 340H with C or better

Equivalent to: BA 441

FIN 442, FINANCIAL STATEMENT ANALYSIS, 4 Credits

Students develop the understanding and skill to use financial statements for investment decisions, credit decisions, performance analysis, and forecasting. Three main topic areas: analysis overview, accounting analysis, and financial analysis.

Prerequisite: FIN 342 with C- or better

Equivalent to: BA 435

FIN 443, PORTFOLIO MANAGEMENT, 4 Credits

An introduction to the construction, revision, and performance evaluation of financial asset portfolios.

Prerequisite: FIN 341 with C- or better or BA 341 with C- or better

Equivalent to: BA 443

Available via Ecampus

FIN 444, FINANCIAL RISK MANAGEMENT, 4 Credits

Investigation of financial hedging activities for corporations and financial institutions using futures, options, and other derivative securities. Identification of risk attributes, valid hedging rationales, and management of hedging programs.

Prerequisite: FIN 341 with C- or better

Equivalent to: BA 444

FIN 445, INTERNATIONAL FINANCIAL MANAGEMENT, 4 Credits

International monetary environment; foreign exchange risk management; source and availability of funds to finance trade and multinational operations; taxation planning and control; international portfolio diversification; international banking; capital budgeting; political risk evaluation of performance.

Prerequisite: FIN 341 with C- or better and FIN 342 [C-] and (FIN 440 [C-] or FIN 442 [C-] or FIN 443 [C-] or FIN 444 [C-] or FIN 499 [C-])

Equivalent to: BA 445

FIN 499, SELECTED TOPICS IN FINANCE, 1-4 Credits

Examination of the impact of recent advances in finance on contemporary business. Topic will vary from term to term.

This course is repeatable for 16 credits.

FIN 542, INVESTMENTS, 3 Credits

Introduction to the tools and concepts of security analysis and investments; basic security types, including stocks, bonds, options and futures, respective markets and to how these securities are traded; fundamental valuation techniques and theory for stocks and bonds.

Recommended: BA 360

FIN 543, PORTFOLIO MANAGEMENT, 4 Credits

An introduction to the construction, revision, and performance evaluation of financial asset portfolios.

Prerequisite: FIN 542 with C or better

FIN 544, FINANCIAL RISK MANAGEMENT, 4 Credits

Investigation of financial hedging activities for corporations and financial institutions using futures, options, and other derivative securities. Identification of risk attributes, valid hedging rationales, and management of hedging programs.

Equivalent to: BA 544

Recommended: FIN 542

FIN 545, INTERNATIONAL FINANCIAL MANAGEMENT, 3 Credits

International monetary environment; foreign exchange risk management; source and availability of funds to finance trade and multinational operations; taxation planning and control; international portfolio diversification; international banking; capital budgeting; political risk evaluation of performance.

Prerequisite: BA 540 with B- or better

Equivalent to: BA 545

Recommended: FIN 341 and FIN 342 and (FIN 440 or FIN 442 or FIN 443 or FIN 444 or FIN 499)

FIN 546, ADVANCED CORPORATE FINANCE, 3 Credits

The second course in the Corporate Finance sequence. Examines corporate payout policies and capital structure choices, choices in debt financing, financial planning and working capital management, and valuation of projects using a real-options approach.

Prerequisite: BA 540 with B- or better

FIN 549, MERGERS AND ACQUISITIONS, 3 Credits

Provides an in-depth examination of the theory and practice of the market for corporate control, primarily focusing on mergers and acquisitions (M&A). The objective of the course is to provide an understanding of how to structure, value, and implement an M&A transaction. Students will be expected to apply the appropriate tools and skills to evaluate M&A transactions.

Prerequisite: FIN 546 with B- or better

FIN 550, FUNDAMENTALS OF FINANCIAL PLANNING, 4 Credits

Professional conduct and regulation, general financial planning principles, and education planning.

FIN 551, INSURANCE PLANNING AND TAX PLANNING, 4 Credits

Risk management and insurance planning; tax fundamentals and income tax planning.

Prerequisite: FIN 550 with B- or better

FIN 552, FINANCIAL PLANNING II, 3 Credits

Retirement planning; qualified and non-qualified retirement plans; IRAs; legal, tax, financial and non-financial aspects of estate planning; trusts; wills; wealth transfers.

Prerequisite: FIN 551 with C or better

FIN 553, FINANCIAL PLANNING III, 6 Credits

Synthesis and integration of financial planning fundamentals to develop a comprehensive financial plan; client communication.

Prerequisite: FIN 552 with C or better

FIN 599, SELECTED TOPICS IN FINANCE, 1-4 Credits

This course is repeatable for 16 credits.

FIN 640, FOUNDATIONS OF FINANCIAL RESEARCH, 3 Credits

Provides an in-depth introduction to the foundations of financial research with an emphasis on theoretical developments and empirical research methods. Specific topics may change from quarter to quarter, but sample topics include theory of the firm, capital structure theory, dividend policy, and event study methodology.

FIN 641, CORPORATE FINANCE SEMINAR, 3 Credits

Survey classic and contemporary research in the area of corporate finance. Specific topics may change from quarter to quarter, but sample topics include capital structure, dividend policy, agency theory, adverse selection and signaling, and non-cooperative games with and without complete information.

FIN 642, CAPITAL MARKETS, 3 Credits

Surveys research on capital markets. Specific topics may change from quarter to quarter, but sample topics include asset pricing models, efficient markets vs behavioral finance, market volatility, volume, new issues market, and emerging markets.

Hospitality Management (HM)

HM 101, INTRODUCTION TO HOSPITALITY, 4 Credits

Introduction to the food-service, lodging, and tourism components of the hospitality industry, and the essential leadership and management skills necessary for success in the field. Background information, current issues, and future challenges in various segments of the industry are included.

HM 210, HOSPITALITY INTERNSHIP, 3 Credits

Students are required to complete this internship so that OSU and the sponsoring company can offer a platform from where students can apply the management concepts learned in class and acquire the necessary hands-on experience in a hotel, restaurant/food service and/or tourism industry to eventually qualify for a supervisory of managerial level role.

Prerequisite: HM 101 with C- or better

HM 230, LODGING MANAGEMENT, 4 Credits

Provides a comprehensive introduction to the management of hotels and lodging properties. Focuses on operations, service, management and financials of the lodging industry.

Prerequisite: HM 101 with C- or better

HM 235, HOSPITALITY LAW AND LABOR RELATIONS, 4 Credits

Provides insight into the laws and regulations governing the hospitality industry with an emphasis on labor relations and human resources best practices. Addresses the general concepts of tort, contracts, liability, risk management, employment practices, licensing and insurance needs. Explores the legal issues that today's hospitality professionals face such as privacy, labor laws, the common law system for innkeepers and newer hospitality products in the shared economy such as AirBnB or VRBO.

HM 240, HOSPITALITY COST CONTROL, 4 Credits

Introduces the basic techniques and control procedures used in the hospitality industry to maximize profit and minimize costs. Examines and discusses methods employed to protect and uphold the investors/owners strategic financial goals. Students will focus on all aspects of hospitality control objectives; from food and beverage costs, purchasing, labor costs, menu pricing, establishing room rates, cash flow, theft and loss prevention, to computer applications. The principles of effective budgeting, important hospitality financial ratios and the factors that determine hospitality profitability will also be reviewed.

HM 310, INTERNSHIP II, 3 Credits

Hospitality Internship II builds on the knowledge students have gained from their course work internship (HM 210). Students are required to complete this internship in a hotel, restaurant/food service and/or related hospitality sector. In cooperation with OSU and the sponsoring company, students will apply the HM concepts learned in class to a real-world business environment.

HM 320, SERVICE AUTOMATION AND TECHNOLOGY, 4 Credits

Students discover the basic concepts of hospitality technology and service automation. The hospitality industry continues to see significant changes in all facets of business due to changing customer expectations, new and cheaper technology, and a challenging labor market. The result of these forces has led the hospitality industry to increasingly turn to automation of basic job tasks to stay competitive. Examines new technologies shaping the hospitality industry and how industry leaders are taking advantage of these new technologies to improve efficiency and service.

Available via Ecampus

HM 321, HOSPITALITY TECHNOLOGY LABORATORY, 4 Credits

Technology is critical to attracting, servicing and retaining hospitality customers. The Hospitality Technology Lab course introduces the student to each facet of technology in the industry. The course provides an opportunity for hands-on practical experience with the latest technology. At the end of the course, the student will have a basic working knowledge of Food 3D printers, hotel property management systems, global distribution systems, booking engines, revenue management solutions and other automation tools like Botlr.

HM 325, ONLINE MARKETING AND REPUTATION MANAGEMENT, 4 Credits

Students are introduced to Online Internet Marketing techniques in the hospitality industry. The course will focus on online marketing, advertising strategies and the importance of a strong internet presence in order to maximize revenue. The course will show how organizations can encourage & capitalize on customer generated content practices to effectively retain customers and generate recurring revenue streams.

Available via Ecampus

HM 340, VACATION PROPERTY MANAGEMENT, 4 Credits

The vacation property market is one of the largest segments of the hospitality industry and is forecast to grow further over the next ten years. This course looks at each facet of this market including property development, contracts, management, promotion and financing. The course also explores the additional challenges and opportunities associated with the shared economy such as managing owner relations, homeowner associations, renovations and public policy.

HM 399, SPECIAL TOPICS, 4 Credits

This course is repeatable for 16 credits.

HM 410, HOSPITALITY INTERNSHIP III, 3 Credits

Hospitality Internship III builds on the knowledge the students have gained from their course work and their previous internships (HM 210 & HM 310). Students are required to complete this internship in a hotel, restaurant/food service and/or related hospitality sector. In cooperation with OSU and the sponsoring company, students apply the HM concepts learned in class to a real-world environment.

Prerequisite: HM 310 with C- or better

HM 420, REVENUE MANAGEMENT AND PRICING, 4 Credits

Revenue management is critical to the hospitality industry due to the perishable nature of a service-based product. The fundamental principles and concepts of revenue management covered are capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, channel management, and pricing execution.

Available via Ecampus

HM 425, ADVANCED RESTAURANT MANAGEMENT AND OWNERSHIP, 4 Credits

Covers concept development, design and funding of a new restaurant, and best practices in operations and management of a full-service foodservice operation. Intended for students wishing to develop their knowledge of foodservice entrepreneurialism, creation, operations and management/ownership.

HM 430, SERVICE MANAGEMENT, 4 Credits

With growing access to information and alternative products, customers can choose where to do business based on the level of service they receive. This course will study and analyze service delivery systems for the hospitality industry with particular emphasis on implementing a consumer driven quality service program. This course will review customer service philosophy and techniques. Quality issues, service design and delivery, customer interaction systems, complaint handling and service recovery are also addressed.

Available via Ecampus

HM 460, HOSPITALITY INVESTMENT AND ASSET MANAGEMENT, 4 Credits

Covers the principles of hospitality investment and asset management. Provides future hospitality owners/executives with the tools and knowledge to evaluate real estate investments in new hospitality ventures. Tools for financial analysis and assessment, debt and equity financing (public and private), and the use of industry benchmarks are discussed and practiced. Students explore the financial feasibility of a specific hospitality investment while considering financial risk, new income streams, competitor analysis and market forecasting, investment and asset management.

HM 470, ^ADVANCED HOSPITALITY, 4 Credits

Capstone course for the hospitality management degree. Provides students with an in-depth understanding of the importance of core competencies in the hospitality and tourism industry. A broader interpretation of the hospitality industry is gained and the student will discover new and innovative practices within the industry. Students will apply the knowledge gained in this course and the program as a whole to a capstone project with an industry partner. (Writing Intensive Course)

Attributes: CWIC – Core, Skills, WIC

Management (MGMT)

MGMT 364, PROJECT MANAGEMENT, 4 Credits

Covers the tools available to project managers, the human and organizational dimensions in different project environments, some computer applications, cases, and a project.

Prerequisite: BA 351 with C or better or BA 352 with C or better or BA 352H with C or better

Equivalent to: BA 364

Available via Ecampus

MGMT 446, CROSS-CULTURAL MANAGEMENT, 4 Credits

Provides a comprehensive understanding of cross-cultural management issues including leading culturally diverse workforces and managing diversity in the workplace. Students will not only learn theoretical foundations and best practices to address regarding global work practices, but also learn how to transfer and apply the course materials in this course to their

Prerequisite: BA 352 with C or better or BA 352H with C or better

Available via Ecampus

MGMT 448, EMPLOYEE RECRUITMENT AND SELECTION, 4 Credits

Provides an in-depth coverage of best practices pertaining to the process of attracting, selecting, and hiring new employees in modern organizations. Topics that will be emphasized include recruitment tactics, legal issues related to staffing, the criteria organizations use to make hiring decisions, and the strengths and weaknesses of various techniques used to evaluate prospective applicants throughout the selection process. The implications of what we discuss for the organization, the hiring manager, and the job-seeker are considered.

Prerequisite: BA 352 with C or better or BA 352H with C or better

Available via Ecampus

MGMT 449, COMPENSATION MANAGEMENT, 4 Credits

Students will understand and design methods of compensation aimed at motivating and rewarding employee contributions to the organization. Employee contributions may include behavior, skills and goods/services that employees produce as individuals, teams, business units, projects or organizations. Topics include pay strategies and structures, performance measurement and evaluation, and various non-salary incentives.

Prerequisite: BA 352 with C or better

MGMT 452, LEADERSHIP, 4 Credits

In-depth study of leadership research, theory and skills. Emphasis on analysis of organizational leadership situations and application of leadership skills in the workplace.

Prerequisite: BA 351 with C or better or BA 352 with C or better or BA 352H with C or better

Equivalent to: BA 452

Available via Ecampus

MGMT 453, HUMAN RESOURCES MANAGEMENT, 4 Credits

Personnel administration for line supervisors and managers. Integrates systems approach to understanding government regulation of employment, resolution of workplace personnel problems, and performance-based personnel management.

Prerequisite: BA 351 with C or better or BA 352 with C or better or BA 352H with C or better

Equivalent to: BA 453

Available via Ecampus

MGMT 455, INFLUENCE AND NEGOTIATION, 4 Credits

Focuses on analysis, skill development and application of management research to real-life organizational influence, persuasion, negotiation and conflict management situations.

Prerequisite: BA 352 with C or better or BA 352H with C or better

Equivalent to: BA 455

Available via Ecampus

MGMT 457, SUPPLY CHAIN STRATEGY, 4 Credits

Covers tools and concepts needed to manage the supply chain effectively. Topics include negotiation, purchasing, logistics operations, and applying e-business tools. Emphasis on creating integrated supply chains.

Prerequisite: BA 357 with C- or better or BA 357H with C- or better

Equivalent to: BA 457

Available via Ecampus

MGMT 477, INTEGRATED HUMAN RESOURCE ANALYTICS PROJECT, 4 Credits

Students will integrate what they have learned to solve industry-sponsored problems. The goal of the class is to provide students with opportunities to design, implement, and evaluate analytic solutions for a real-world enterprise. Student teams will examine the data requirements, technical requirements, and organizational requirements necessary for the success of analytical solutions. The specific goal of the class is to provide students real-world case studies that examine the role of analytics in an organization. Special emphasis will be given to the implementation and leadership of the analytical function in an enterprise.

Prerequisite: BA 474 with C- or better and BA 475 [C-]

MGMT 499, SELECTED TOPICS IN MANAGEMENT, 1-4 Credits

Examination of the impact of recent advances in management on contemporary business. Topic will vary from term to term.

This course is repeatable for 16 credits.

MGMT 546, CROSS-CULTURAL MANAGEMENT, 3 Credits

Develop comprehensive skills to navigate and manage cross-cultural management issues, leveraging best practices for a globalized era. Based on recent evidence-based research, (1) identify the role of culture and its influence on employee behavior at intercultural work settings; (2) develop a perspective to explore the challenges modern organizations face when leading and managing globalizing employees and (3) develop a capacity to effectively manage diverse workforces in cross-cultural settings by enhanced cultural awareness of, and adaptability for different cultures and business norms.

Prerequisite: BA 550 with B- or better

MGMT 548, EMPLOYEE RECRUITMENT AND SELECTION, 4 Credits

Provides an in-depth coverage of best practices pertaining to the process of attracting, selecting, and hiring new employees in modern organizations. Topics that will be emphasized include recruitment tactics, legal issues related to staffing, the criteria organizations use to make hiring decisions, and the strengths and weaknesses of various techniques used to evaluate prospective applicants throughout the selection process. The implications of what we discuss for the organization, the hiring manager, and the job-seeker are considered.

Available via Ecampus

MGMT 549, COMPENSATION MANAGEMENT, 4 Credits

Students will understand and design methods of compensation aimed at motivating and rewarding employee contributions to the organization. Employee contributions may include behavior, skills and goods/services that employees produce as individuals, teams, business units, projects or organizations. Topics include pay strategies and structures, performance measurement and evaluation, and various non-salary incentives.

MGMT 552, ORGANIZATIONAL BEHAVIOR, 3 Credits

Provides evidence-based study of human behavior within organizations with the goal of applying theories of human behavior to effective organizational administration. Topics include understanding individual differences, employee motivation, job design, the evaluation and motivation of employees, group dynamics and team management, effective communications, conflict management, employee stress, and work-life balance.

MGMT 553, HUMAN RESOURCES MANAGEMENT, 4 Credits

Personnel administration for line supervisors and managers. Integrates systems approach to understanding government regulation of employment, resolution of workplace personnel problems, and performance-based personnel management.

Equivalent to: BA 553

Recommended: (BA 351 or BA 352 or BA 352H) with a minimum grade of C

Available via Ecampus

MGMT 555, INFLUENCE AND NEGOTIATION, 4 Credits

Focuses on analysis, skill development and application of management research to real life organizational influence, persuasion, negotiation and conflict management situations.

Prerequisite: BA 516 with C or better

Equivalent to: MGMT 574

Available via Ecampus

MGMT 559, MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY, 3 Credits

Introduces students to contemporary issues managers face making ethical and socially-responsible decisions in an increasingly competitive, transparent, and global environment. Practical examples and cases, as well as contemporary behavioral ethics research and theory are incorporated throughout the course.

Available via Ecampus

MGMT 572, STRATEGIC HUMAN RESOURCE MANAGEMENT, 3 Credits

Students will learn the theories of human resource management, the legal requirements for human resource practices, and how to create an HR measurement system that aligns with an organization's strategy.

Prerequisite: BA 550 with C- or better

Recommended: BA 516 or equivalent with a minimum grade of C-

Available via Ecampus

MGMT 574, NEGOTIATIONS, 3 Credits

Students will learn the theories of negotiation and the techniques to develop an effective negotiation style.

Equivalent to: MGMT 555

Recommended: BA 516 with a minimum grade of C-
Available via Ecampus

MGMT 575, INTEGRATIVE CAPSTONE I, 3 Credits

First course in a two-course sequence spanning the final two quarters of the OLMBA program. Students will conduct an extensive analysis of the student's organization, the industry and external environment, the organization's competitors, internal organization, and business level strategy.

Prerequisite: BA 562 with B or better

Available via Ecampus

MGMT 576, INTEGRATIVE CAPSTONE II, 3 Credits

Second course in a two-course sequence spanning the final two quarters of the OLMBA program. Students start from the final proposal in MGMT 575 and formulate an integrative project plan through the application of multidisciplinary knowledge.

Prerequisite: MGMT 575 with B or better

Available via Ecampus

MGMT 650, ORGANIZATIONAL BEHAVIOR, 3 Credits

Surveys research on individual differences, psychological states, and team processes related to work motivation, decision-making and performance.

Marketing (MRKT)

MRKT 323, ADVANCED APPLICATION OF MARKETING PRINCIPLES, 4 Credits

Develop an understanding of how a market-orientation can help firms to profitably deliver value to targeted customers. Through a combination of case discussions, preparation of a client project, lectures and in-class activities, analyze complex marketing challenges; make strategic decisions for products, services, and brands, based on marketing principles; and persuasively communicate decisions.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better

Equivalent to: MRKT 390

MRKT 390, BUILDING AND MANAGING PRODUCTS, SERVICES, AND BRANDS, 4 Credits

Covers concepts and principles used by marketing professionals. Designed explicitly for Marketing majors, it is an introduction to the relationships between customers, products, and companies in a competitive and dynamically evolving marketplace.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better

MRKT 396, FUNDAMENTALS OF MARKETING RESEARCH, 4 Credits

Introduction to the fundamentals of market research. Provides a basic understanding of marketing research and relevant decisions in the process.

Prerequisite: (BA 275 with C- or better or BA 275H with C- or better or BA 276 with C- or better or ST 202 with C- or better) and (BA 223 [C] or BA 223H [C] or BA 390 [C] or BA 390H [C])

Equivalent to: BA 396

Available via Ecampus

MRKT 477, INTEGRATED MARKETING ANALYTICS PROJECT, 4 Credits

Students will integrate what they have learned to solve industry-sponsored problems. The goal of the class is to provide students with opportunities to design, implement, and evaluate analytic solutions for a real-world enterprise. Student teams will examine the data requirements, technical requirements, and organizational requirements necessary for the success of analytical solutions. The specific goal of the class is to provide students real-world case studies that examine the role of analytics in an organization. Special emphasis will be given to the implementation and leadership of the analytical function in an enterprise.

Prerequisite: BA 474 with C- or better and BA 475 [C-]

MRKT 484, DIGITAL MARKETING PLATFORMS, 4 Credits

Examines the major digital channels and platforms for digital marketing, theories and techniques of digital marketing, implementation considerations, and associated risks and limitations.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Available via Ecampus

MRKT 485, SEARCH MARKETING, 4 Credits

Examines the fundamentals of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) and how they can be integrated into an overall marketing strategy to maximize brand visibility and performance.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Available via Ecampus

MRKT 486, CUSTOMER RELATIONSHIP MANAGEMENT, 4 Credits

An integration of people, process and technology. Students will learn how individuals and companies can gain the return on investment that they expect through technology implementation, service and business process mapping, employee training, customer relationship, customer life time value, technology solutions that track customer data and employee performance.

Prerequisite: BA 396 with C- or better or MRKT 396 with C- or better

Equivalent to: BA 486

Available via Ecampus

MRKT 488, PROFESSIONAL SALES, 4 Credits

Emphasizes coverage and utilization of principles and theory of personal selling to address sales opportunities in a variety of contexts. Focuses on the use of sales skills by professional salespeople.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Equivalent to: BA 491

MRKT 489, PERSONAL SELLING SKILLS AND TECHNIQUES, 4 Credits

Learn and develop the skills necessary for persuasive encounters in personal selling settings, such as making sales calls, preparing and delivering presentations, writing documents (sales proposals, cover letters, and resumes) and structuring logical, persuasive, prioritized arguments.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Equivalent to: BA 489

Available via Ecampus

MRKT 491, QUALITATIVE RESEARCH METHODS, 4 Credits

Students will gain an overall understanding of qualitative research and methods such as focus groups, in-depth interviews, and observational research. Explores qualitative research methods through hands-on learning and experiences.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Available via Ecampus

MRKT 492, CONSUMER BEHAVIOR, 4 Credits

Understanding the processes that lead to purchase, so as to improve decisions on segmentation and the appropriate marketing mix for each segment. How consumers and households make decisions, and why different individuals/groups make different decisions. Application of behavioral science concepts at individual, subcultural and cultural levels. Effects of consumerism and regulation also are considered.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Equivalent to: BA 492

Available via Ecampus

MRKT 493, INTEGRATED MARKETING COMMUNICATIONS, 4 Credits

Analysis of the influence of marketing communications on the attitudes and behaviors of consumer and industrial buyers. Identification and examination of the major decisions made by marketing/advertising managers in implementing the promotional mix.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Equivalent to: BA 493

Available via Ecampus

MRKT 495, RETAIL MANAGEMENT, 4 Credits

Management of retail business with emphasis on strategic planning, analysis, and control, focused on middle- and upper-middle management decisions.

Prerequisite: BA 390 with C- or better or BA 390H with C- or better or BA 223 with C- or better or BA 223H with C- or better

Equivalent to: BA 495

Available via Ecampus

MRKT 496, MARKETING RESEARCH PRACTICUM, 4 Credits

Provides the student with practical experience in the collection, analysis and interpretation of primary data.

Prerequisite: MRKT 396 with C or better or BA 396 with C or better

Equivalent to: BA 496

Available via Ecampus

MRKT 497, GLOBAL MARKETING, 4 Credits

Consideration of cultural, political, regulatory, economic and trade barriers in the design of marketing plans for product development, pricing, channels of distribution; and promotion alternatives in a global market.

Prerequisite: (BA 347 with C- or better or BA 347H with C- or better) and (BA 390 [C-] or BA 390H [C-] or BA 223 [C-] or BA 223H [C-])

Equivalent to: BA 497

MRKT 498, SERVICES MARKETING, 4 Credits

Formulation of strategic and tactical marketing plans for organizations (both profit and not-for-profit) in the service sector of the economy. Projects or cases are used to provide a comprehensive experience.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Equivalent to: BA 498

Available via Ecampus

MRKT 499, MARKETING STRATEGY, 4 Credits

Market and competitive analysis for developing overall strategies and tactics to achieve the marketing objectives of the business enterprise. Projects or cases are used to provide a comprehensive experience.

Prerequisite: MRKT 396 with C or better or BA 396 with C or better

Equivalent to: BA 499

MRKT 581, APPLIED QUANTITATIVE MARKETING ANALYSIS, 4 Credits

Includes a comprehensive presentation of quantitative methods used in marketing management. It is designed to prepare students to use quantitative techniques in making marketing decisions. Topics include ANOVA, regression, discriminant and logit analysis, factor analysis, cluster analysis, and structural equation modeling.

Prerequisite: BA 596 with C or better or MRKT 596 with C or better

MRKT 582, APPLIED QUALITATIVE MARKETING ANALYSIS, 3 Credits

Explores the uses and application of qualitative research methods to inform and improve marketing decision-making. Students will be introduced to such methods as focus group interviews, individual in-depth interviews, observational research methods, participant observation, and ethnographic immersion. Students will learn appropriate analytic strategies and reporting methodologies.

Prerequisite: BA 596 with C or better or MRKT 596 with C or better

MRKT 584, DIGITAL MARKETING PLATFORMS, 4 Credits

Examines the major digital channels and platforms for digital marketing, theories and techniques of digital marketing, implementation considerations, and associated risks and limitations.

Prerequisite: BA 516 with B- or better

Available via Ecampus

MRKT 585, SEARCH MARKETING, 4 Credits

Examines the fundamentals of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) and how they can be integrated into an overall marketing strategy to maximize brand visibility and performance.

Prerequisite: BA 516 with B- or better

Available via Ecampus

MRKT 586, CUSTOMER RELATIONSHIP MANAGEMENT, 4 Credits

An integration of people, process and technology. Students will learn how individuals and companies can gain the return on investment that they expect through technology implementation, service and business process mapping, employee training, customer relationship, customer life time value, technology solutions that track customer data and employee performance.

Prerequisite: BA 516 with B- or better

Recommended: MRKT 396 with a minimum grade of C-

Available via Ecampus

MRKT 587, DESIGNING CUSTOMER EXPERIENCES, 3 Credits

Allows students to explore the process of designing customer experiences in ways that allow firms to successfully deliver value in a complex, dynamic competitive environment. Building on knowledge developed through collaboration, generation of customer insights, and mapping exercises, students will work in teams to design a customer experience for an industry client. Lec/studio.

Prerequisite: BA 590 with B- or better and MRKT 592 [B-]

MRKT 588, PROFESSIONAL SALES, 4 Credits

Emphasizes coverage and utilization of principles and theory of personal selling to address sales opportunities in a variety of contexts. Focuses on the use of sales skills by professional salespeople.

MRKT 589, PERSONAL SELLING SKILLS DEVELOPMENT, 4 Credits

Learn and develop the skills necessary for persuasive encounters in personal selling settings, such as making sales calls, preparing and delivering presentations, writing documents (sales proposals, cover letters, and resumes) and structuring logical, persuasive, prioritized arguments.

Recommended: BA 491 or MRKT 488 with a minimum grade of C-

Available via Ecampus

MRKT 592, CONSUMER BEHAVIOR, 3 Credits

Understanding the processes that lead to purchase, so as to improve decisions on segmentation and the appropriate marketing mix for each segment. How consumers and households make decisions, and why different individuals/groups make different decisions. Application of behavioral science concepts at individual, subcultural and cultural levels. Effects of consumerism and regulation also are considered.

Prerequisite: BA 516 with B- or better

Equivalent to: BA 592

Available via Ecampus

MRKT 593, INTEGRATED MARKETING COMMUNICATIONS, 3 Credits

Analysis of the influence of marketing communications on the attitudes and behaviors of consumer and industrial buyers. Identification and examination of the major decisions made by marketing/advertising managers in implementing the promotional mix.

Prerequisite: BA 516 with B- or better

Equivalent to: BA 593

Available via Ecampus

MRKT 595, RETAIL MANAGEMENT, 4 Credits

Management of retail business with emphasis on strategic planning, analysis, and control, focused on middle- and upper-management decisions.

Equivalent to: BA 595

Recommended: (BA 390 or BA 390H or BA 590) with a minimum grade of C-

Available via Ecampus

MRKT 596, MARKETING RESEARCH DESIGN AND METHODS, 3 Credits

Focuses on articulating research problems, creating appropriate research design to address information needs (i.e., understanding markets, competitors, and customers), ethics (to include IRB training), and the application of diverse data collection methods, including secondary, qualitative, and quantitative methods. Measurement, sampling, and data preparation will also be addressed.

Equivalent to: BA 596

Recommended: BA 390

MRKT 597, GLOBAL MARKETING, 4 Credits

Consideration of cultural, political, regulatory, economic and trade barriers in the design of marketing plans for product development, pricing, channels of distribution; and promotion alternatives in a global market.

Equivalent to: BA 597

Recommended: BA 347 and (BA 390 or BA 390H or BA 590) with a minimum grade of C-

MRKT 599, SELECTED TOPICS IN MARKETING, 1-4 Credits

Concepts and methods in advanced marketing management practice. Latest theoretical developments and quantitative methods in marketing, with particular relevance to managerial applications. Topics will vary from term to term.

Equivalent to: BA 599

This course is repeatable for 16 credits.

MRKT 690, MARKETING AND COMMERCIALIZATION, 3 Credits

Surveys marketing research related to innovation. Specific topics may change from quarter to quarter, but sample topics include research on marketing strategy, consumer behavior, brand equity, brand management, and product management, each from the perspective of the consumer and the firm.