

# 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.

## **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.

## **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 prospective, 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

## **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.

**Prerequisites:** 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

**Prerequisites:** 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 his/her 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.

**Prerequisites:** BA 167 with C- or better

**Equivalent to:** BA 162, BA 162H

**BA 170. BUSINESS INSIGHTS. (2 Credits)**

The first term within a new university and/or major is a critical time for college students. Business Insights was developed to help you transition to the OSU College of Business academic community and learning expectations. Business Insights will help you understand and accomplish college-level academic work and explore OSU resources and options that will enhance your college experience and success. Additionally, Business Insights is your opportunity to connect with a faculty member and peers with common interests in a supportive learning environment.

**Equivalent to:** BA 280

**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.

**Prerequisites:** (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

**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

**Prerequisites:** 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.

**Prerequisites:** BA 211 with C- or better or BA 211H with C- or better

**Equivalent to:** BA 213H

**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

**Prerequisites:** BA 211 with C- or better or BA 211H with C- or better

**Equivalent to:** BA 213

**BA 215. FUNDAMENTALS OF ACCOUNTING. (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 215H, BA 315

**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.

**Prerequisites:** 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

**Prerequisites:** 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

**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 233. LEGAL ENVIRONMENT OF BUSINESS. (2 Credits)**

Nature and function of U.S. law in our business society. Obligations arising out of agency and employment law, contract formation and breach, warranty, crimes and torts.

**Equivalent to:** BA 233H

**BA 233H. LEGAL ENVIRONMENT OF BUSINESS. (2 Credits)**

Nature and function of U.S. law in our business society. Obligations arising out of agency and employment law, contract formation and breach, warranty, crimes and torts.

**Attributes:** HNRS – Honors Course Designator

**Equivalent to:** BA 233

**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.

**Prerequisites:** (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

**Prerequisites:** (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.

**Prerequisites:** (BA 101 with C- or better or BA 162 with C- or better or DHE 160 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 353, BA 381, 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

**Prerequisites:** (BA 101 with C- or better or BA 162 with C- or better or DHE 160 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 353, BA 381, 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

**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.

**Prerequisites:** BA 275 with C- or better or BA 275H with C- or better

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

**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

**Prerequisites:** 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 programming with C#.NET. Beginning programming skills and concepts, .NET programming environment, object-oriented and event-oriented models, and console applications.

**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.

**Prerequisites:** 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

**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

**Prerequisites:** 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 276. INTRODUCTION TO STATISTICAL INFERENCE. (2 Credits)**

An introductory level statistics course on data analysis and 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. It serves as a prerequisite to BA 376.

**Prerequisites:** MTH 245 with C- or better or MTH 251 with C- or better or MTH 251H with C- or better

**Equivalent to:** BA 275, BA 275H

**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

**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.

**Prerequisites:** (BA 101 with C- or better and BA 280 [C-]) or BA 162 [C-] or BA 162H [C-]

**Equivalent to:** BA 253, BA 253H, BA 281H, BA 353, BA 381, DSGN 253

**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

**Prerequisites:** (BA 101 with C- or better and BA 280 [C-]) or BA 162 [C-] or BA 162H [C-]

**Equivalent to:** BA 253, BA 253H, BA 281, BA 353, BA 381, DSGN 253

**BA 282. PERSONAL, PROFESSIONAL AND LEADERSHIP DEVELOPMENT I. (1 Credit)**

BA 282, taken during fall term of the second year, helps students develop lifelong skills that are practical, meaningful, and useful. These skills and the understanding developed through this course strengthens the student's ability to adapt career goals to changing market conditions, make good decisions in difficult situations, and set financial goals.

**Prerequisites:** BA 101 with C- or better or BA 162 with C- or better or BA 162H with C- or better

**Equivalent to:** DSGN 282

**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

**BA 284. PERSONAL, PROFESSIONAL AND LEADERSHIP DEVELOPMENT III. (1 Credit)**

BA 284, taken during spring term of the second year, course helps students develop lifelong skills that are practical, meaningful, and useful. These skills and the understanding developed through this course strengthens the student's ability to adapt career goals to changing market conditions, make good decisions in difficult situations, and set financial goals.

**Prerequisites:** BA 101 with C- or better or BA 162 with C- or better or BA 162H with C- or better

**Equivalent to:** DSGN 284

**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.

**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.

**Prerequisites:** 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.

**Prerequisites:** BA 275 with C- or better or BA 276 with C- or better

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

**BA 311. THIRD-YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT I. (1 Credit)**

BA 311 – BA 313 is a series of three one-credit courses taken during a student's third year. These courses, along with the respective 1st, 2nd and 4th year one-credit courses, are designed to help students navigate college successfully, and develop lifelong skills that are practical, meaningful, and useful. These courses revolve around personal, professional and leadership development, and the third-year series provides students with skills related to team work and team leadership. BA 311 focuses on diversity and inclusion; BA 312 focuses on teamwork and career preparation; and BA 313 focuses on team leadership.

**BA 312. THIRD YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT II. (1 Credit)**

BA 311 – BA 313 is a series of three one-credit courses taken during a student's third year. These courses, along with the respective 1st, 2nd and 4th year one-credit courses, are designed to help students navigate college successfully, and develop lifelong skills that are practical, meaningful and useful. These courses revolve around personal, professional and leadership development, and the third-year series provides students with skills related to team work and team leadership. BA 311 focuses on diversity and inclusion; BA 312 focuses on teamwork and career preparation; and BA 313 focuses on team leadership.

**BA 313. THIRD YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT III. (1 Credit)**

BA 311 – BA 313 is a series of three one-credit courses taken during a student's third year. These courses, along with the respective 1st, 2nd and 4th year one-credit courses, are designed to help students navigate college successfully, and develop lifelong skills that are practical, meaningful and useful. These courses revolve around personal, professional and leadership development, and the third-year series provides students with skills related to team work and team leadership. BA 311 focuses on diversity and inclusion; BA 312 focuses on teamwork and career preparation; and BA 313 focuses on team leadership.

**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.)

**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 215H

**Recommended:** Third-year (junior) standing

**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

**BA 333. LEGAL AND ETHICAL BUSINESS SOLUTIONS. (2 Credits)**

Legal and ethical regulations of U.S. and global business organizations including financial, human resources, operations and marketing functions. Emphasizes legal and ethical strategies for entrepreneurs including business entity selection, raising capital and managing intellectual property.

**Prerequisites:** (BA 230 with C- or better or BA 233 with C- or better) and (ECON 201 [C-] or ECON 201H [C-])

**Equivalent to:** BA 333H

**BA 333H. LEGAL AND ETHICAL BUSINESS SOLUTIONS. (2 Credits)**

Legal and ethical regulations of U.S. and global business organizations including financial, human resources, operations and marketing functions. Emphasizes legal and ethical strategies for entrepreneurs including business entity selection, raising capital and managing intellectual property.

**Attributes:** HNRS – Honors Course Designator

**Prerequisites:** (BA 230 with C- or better or BA 233 with C- or better) and (ECON 201 [C-] or ECON 201H [C-])

**Equivalent to:** BA 333

**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.

**Prerequisites:** (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

**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

**Prerequisites:** (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.

**Prerequisites:** 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.

**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.

**Prerequisites:** (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

**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

**Prerequisites:** (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 353. ^PROFESSIONAL DEVELOPMENT. (4 Credits)**

Designed to improve the ability of students to describe their accomplishments and sell themselves in situations like professional networking, company meetings, response to proposals for services, and interviews. Emphasizes writing skills, workplace integration, verbal communication, and preparation of developmental roadmaps that will lead students to success within their chosen profession. (Writing Intensive Course)

**Attributes:** CWIC – Core, Skills, WIC

**Prerequisites:** (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) and (WR 222 [C-] or WR 323 [C-] or WR 327 [C-])

**Equivalent to:** BA 253, BA 253H, BA 281, BA 281H, BA 381, DSGN 253

**Recommended:** Junior standing

**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

**Prerequisites:** (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) 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

**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

**Prerequisites:** (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) 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)**

Decision making in managing the production of goods and services: product planning, process planning, facility planning, control of quantity, cost and quality. Special emphasis on exponential forecasting, inventory management, work methods, project management, productivity improvement, and international comparisons.

**Prerequisites:** BA 275 with C- or better or BA 275H with C- or better or BA 276 with C- or better

**Equivalent to:** BA 357H

**BA 357H. OPERATIONS MANAGEMENT. (4 Credits)**

Decision making in managing the production of goods and services: product planning, process planning, facility planning, control of quantity, cost and quality. Special emphasis on exponential forecasting, inventory management, work methods, project management, productivity improvement, and international comparisons.

**Attributes:** HNRS – Honors Course Designator

**Prerequisites:** BA 275 with C- or better or BA 275H with C- or better or BA 276 with C- or better

**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.

**Prerequisites:** (BA 213 with C- or better or BA 213H 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 [C-] or ECON 201H [C-] or AEC 250 [C-] or AEC 250H [C-])

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

**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

**Prerequisites:** (BA 213 with C- or better or BA 213H 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 [C-] or ECON 201H [C-] or AEC 250 [C-] or AEC 250H [C-])

**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.

**Prerequisites:** BA 260 with C- or better or BA 260H with C- or better

**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.

**Equivalent to:** BA 463

**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.

**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.

**Prerequisites:** 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.

**Prerequisites:** BA 270 with C- or better or BA 270H with C- or better or BA 302 with C- or better

**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.

**Prerequisites:** BA 272 with C- or better and (ACTG 378 [C-] or ACTG 378H [C-] or BA 370 [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.

**Prerequisites:** BA 272 with C- or better and (ACTG 378 [C-] or ACTG 378H [C-] or BA 370 [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.

**Prerequisites:** BA 275 with C- or better or BA 275H with C- or better

**Equivalent to:** BA 375H

**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

**Prerequisites:** BA 275 with C- or better or BA 275H with C- or better

**Equivalent to:** BA 375

**BA 376. APPLIED QUANTITATIVE METHODS. (2 Credits)**

An in-depth discussion on advanced quantitative methods most relevant to business students. Topics may include regression analysis, time series and forecasting, design of experiments, simulations, decision analysis, survey data analysis, data mining and computationally intensive statistical methods.

**Prerequisites:** BA 276 with C- or better

**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. Credit may not be received for equivalent courses BA 353 or BA 253.

**Prerequisites:** BA 101 with C- or better

**Equivalent to:** BA 253, BA 253H, BA 281, BA 281H, BA 353, DSGN 253

**BA 390. MARKETING. (4 Credits)**

Consumer and industrial markets, and activities and enterprises involved in distributing products to those markets. Objective is to develop an understanding of distribution processes, marketing problems, and marketing principles.

**Prerequisites:** ECON 201 with C- or better or ECON 201H with C- or better or AREC 250 with C- or better

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

**BA 390H. MARKETING. (4 Credits)**

Consumer and industrial markets, and activities and enterprises involved in distributing products to those markets. Objective is to develop an understanding of distribution processes, marketing problems, and marketing principles.

**Attributes:** HNRS – Honors Course Designator

**Prerequisites:** ECON 201 with C- or better or ECON 201H with C- or better or AREC 250 with C- or better

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

**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.*

**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.*

**BA 411. FOURTH YEAR PERSONAL PROFESSIONAL LEADERSHIP DEVELOPMENT I. (1 Credit)**

BA 411–BA 413 is a series of three one-credit courses taken during a student's fourth year. These courses, along with the respective 1st, 2nd and 3rd year one-credit courses, are designed to help students navigate college successfully, and develop lifelong skills that are practical, meaningful and useful. These courses revolve around personal, professional and leadership development, and the fourth-year series continues to provide students with career-related skills, and provides students with skills to be successful in life. BA 411 focuses on career placement skills; BA 412 focuses on self-leadership; and BA 413 focuses on work-life balance, financial literacy, and networking.

**BA 412. THE DESIGN THINKING CHALLENGE. (1 Credit)**

Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Topics include basic methodologies of design thinking and integration of design thinking into business processes. Participation in a cross-campus Design Thinking Challenge.

**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

**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

**BA 447. TOPICS IN INTERNATIONAL BUSINESS. (1-4 Credits)**

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

**Prerequisites:** BA 347 with C- or better or BA 347H with C- or better

**BA 451. SUPPLY AND SOURCING MANAGEMENT. (3 Credits)**

Focus on effectively using 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.

**Prerequisites:** BA 357 with C- or better or BA 357H 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.

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



**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.

**Prerequisites:** 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.

**Prerequisites:** (BA 375 with C- or better or BA 375H with C- or better) and BA 451 [C-]

**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.

**Prerequisites:** (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-])

**BA 463. 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.

**Prerequisites:** BA 365 with C- or better

**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.

**Prerequisites:** ((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-]))

**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.

**Prerequisites:** ((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

**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

**Prerequisites:** ((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.

**Prerequisites:** (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.

**Prerequisites:** 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.

**Prerequisites:** BA 481 with C- or better or BA 483 with C- or better

**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.

**Prerequisites:** BA 481 with C- or better or BA 483 with C- or better

**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.

**Prerequisites:** 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.

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

**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. Planning and managing networks in support of enterprise-wide computing. Assignments involve server hardware and software configurations including DNS/DHCP server configurations, addition of clients to a network, and creating/managing user accounts.

**Prerequisites:** ACTG 378 with C- or better or ACTG 378H with C- or better

**BA 480. INFORMATION SYSTEMS SECURITY. (4 Credits)**

Course emphasis is on 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. The course also addresses several IS governance and IS security frameworks within which the various security concepts, aspects, policies and procedures can be viewed and discussed.

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

**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.

**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.

**Prerequisites:** 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.

**Prerequisites:** 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.

**Prerequisites:** BA 352 with C- or better

**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.

**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).

**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.

**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

**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.

**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.

**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

**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

**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-

**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-

**BA 551. SUPPLY AND SOURCING MANAGEMENT. (3 Credits)**

Focus on effectively using 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.

**BA 552. MANUFACTURING AND SERVICE OPERATIONS. (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.

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

**Equivalent to:** BA 559

**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.

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

**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

**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.

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

**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.

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

**Equivalent to:** BA 552

**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-

**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-

**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

**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

**BA 570. INNOVATION STRATEGY, IP, AND NPD. (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.

**Prerequisites:** BA 560 with B- or better

**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.

**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.

**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.

**Prerequisites:** BA 573 with C or better

**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).

**Prerequisites:** BA 573 with C or better

**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.

**Prerequisites:** BA 574 with C or better and BA 575 [C]

**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.

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

**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.

**Prerequisites:** BA 555 with B- or better

**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-

**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.