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BUSINESS ADMINISTRATION

The Undergraduate Business Program at Saint Mary's College is committed to preparing students for successful careers in a world of commerce that is ever-changing and increasingly complex. Students who major in Business Administration gain technical expertise in a liberal arts learning environment where intellectual inquiry, ethical sensitivity, and communication skills are nurtured by an accomplished and caring faculty. As a part of the School of Economics and Business Administration, the Undergraduate Business Program carefully adheres to the School's focus of "Think Globally, Lead Responsibly."

Saint Mary's Undergraduate Business Program offers an exciting curriculum, grounded in responsible leadership and global business. The general business program gives students an understanding of all functional areas of business. For those interested in an in-depth study of a particular discipline, the Undergraduate Business Program also offers a variety of concentrations: Business Analytics, Digital Media, Entrepreneurship, Finance, Global Business, and Marketing. All of these programs prepare students for careers in business, like: financial analyst, business intelligence analyst, marketing manager, project manager, social media analyst, and client services manager. Additionally, some students pursue graduate business degrees, law school or other graduate study.

Exciting opportunities for student engagement and development lie outside of the classroom. "Career Gateway" is a four-year professional development program with a wide variety of workshops including interviewing techniques, resume writing, cross-cultural skills, technologies, social media, and other seminars that prepare graduates for success.

SEBA Undergraduate Career Services offers career exploration, job search strategies, and resume/cover letter preparation for students. Internships are one of the best ways to gain valuable work experience during an undergraduate career with numerous opportunities to be pursued. Additionally, many business students engage in study abroad opportunities to expand their global perspective and cultural awareness. Extracurricular engagement in SEBA student clubs and national honor societies give students leadership development experience and recognition.

FACULTY

Berna Aksu, Ph.D., Professor, Management
Department Chair

Marco Aponte, Ph.D., Assistant Professor

Jyoti Bachani, Ph.D., Associate Professor

Norman S. Bedford, Ph.D., Professor

David Bowen, Ph.D., Professor

Rebecca Carroll, Ph.D., Professor

Kim Clark, Ph.D., Assistant Professor

Caroline Doran, Ph.D., Associate Professor

Barry Eckhouse, Ph.D., Professor

Noha Elfiky, Ph.D., Assistant Professor

Larisa Genin, D.B.A., Associate Professor, Associate Dean

J. Tomas Gomez-Arias, Ph.D., Professor, Marketing
Department Chair

Michael Hadani, Ph.D., Associate Professor

James Hawley, Ph.D., Professor

Linda Herkenhoff, Ph.D., Professor

Ameera Ibrahim, Ph.D., Assistant Professor

Jivendra Kale, Ph.D., Professor

Kirk Knapp, M.B.A., Adjunct

Eric J. Kolhede, Ph.D., Professor

Nancy Lam, Ph.D., Associate Professor, Organizational
Behavior and Responsible Business Department Chair

Yung Jae Lee, Ph.D., Professor, Associate Dean for
Graduate Programs and Global Programs

Yuan Li, Ph.D., Assistant Professor

Zhan Li, D.B.A., Professor, Dean

Samuel Lind, Ph.D., Professor

Barbara A. McGraw, J.D., Ph.D., Professor

Mary Alice McNeil, M.A., Adjunct, BUSAD
Program Director

Natasha Munshi, Ph.D., Associate Professor

Anh Nguyen, Ph.D., Assistant Professor, Operations and
Quantitative Methods Department Chair

Michael O'Brien, J.D., Adjunct

Kevin Okoeguale, Ph.D., Assistant Professor, Finance
Department Chair

Wenting Pan, Ph.D., Associate Professor

George Papagiannis, J.D., Adjunct

Kirsten Schwartz, Ph.D., Adjunct

Arnav Sheth, Ph.D., Associate Professor

Lawrence Souza, D.B.A., Adjunct

Saroja Subrahmanyam, Ph.D., Professor

Navin Veerapa, Ph.D., Visiting Assistant Professor

Kelly Weidner, Ph.D., Assistant Professor

Andrew Wilson, Ph.D., Associate Professor

Gregory Wolcott, Ph.D., Assistant Professor

Lili Yan, Ph.D., Assistant Professor

Xiaotian Tina Zhang, Ph.D., Associate Professor

PROGRAM LEARNING OUTCOMES

Graduates will be:

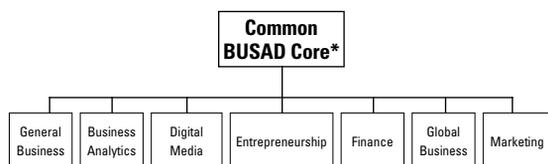
- Effective business analysts.
- Effective business communicators.
- Ethically conscious and socially responsible business people.
- Leaders who understand the impact of globalization.

Curriculum Business Administration

STRUCTURE OF THE BUSINESS PROGRAMS

The business major consists of the Common Business Core plus either the requirements for General Business or the choice of one of the available Concentrations: Business Analytics, Digital Media, Entrepreneurship, Finance, Global Business, and Marketing.

BUSINESS PROGRAM IN BRIEF



*Note: Common Business Core required courses are listed below under “Major Requirements”

DEVELOPING A GRADUATION PLAN

Faculty Advising and Course Availability:

Common Business Core courses are offered every semester and some courses are offered less frequently. Please see course descriptions for when courses are offered. Students must develop a graduation plan with their faculty advisors to schedule classes in order to complete their program of study.

Advising and Special Action Petitions

Successful completion of the Business major by the expected graduation date requires careful planning. Students are responsible for their own program plan, which includes meeting with their advisors to go over the students’ plan for completion of their degree programs. Special accommodations to modify the program are unlikely (e.g., waiver of prerequisites or substitution of courses), but if permitted would require the approval of the Business Administration Program Director. Students may submit a Special Action Petition through the Registrar’s Office for review by the BUSAD Program Director.

Prerequisites:

Students must finish all lower division Common Business Core courses before starting their general business or concentration required courses. Students must earn a C– or higher grade in all prerequisites. Also, students must pay careful attention to course prerequisites, which affect how courses must be sequenced. For example, to be eligible to take **BUSAD 140 Strategic Management**, which is the Business program capstone course, students must have previously (not concurrently) completed all lower division Common business core courses, the SMC core curriculum math requirement (**Math 3** or **27** is required), and at least **BUSAD 123, 124, and 132**.

Saint Mary’s Business Program Residency Requirements:

The majority of the courses required for the major must be taken at Saint Mary’s College. All concentration courses must be taken at Saint Mary’s College, unless taken in conjunction with study abroad or taken as an elective and not to fulfill a concentration requirement.

Students may transfer credit for a maximum of two upper-division business courses.

Math Requirement:

Math is an SMC core requirement. The Business Department highly recommends that students complete this requirement (**Math 3**, or **Math 13** and **14**, or **Math 27**) before taking **BUSAD 40, Statistics; Accounting 2, Managerial Accounting; and Economics 4, Macroeconomics**, and not later than the end of the sophomore year. This subject-area will provide necessary analytical tools for success in business courses and is a prerequisite for most upper-division BUSAD courses. The Department of Mathematics does not permit students to satisfy the math requirement online. *Seniors will not be admitted into **Math 3, Finite Math. Math 27** or **Math 13/14** is required for Business Analytics concentration.*

Course Availability:

Please see course descriptions for when courses are offered. Some courses are not offered every year or every semester.

MAJOR REQUIREMENTS

Students must complete the “Common Business Core” and courses for either General Business or one of the following concentrations: Marketing, Finance, Entrepreneurship, Global Business, Business Analytics, or Digital Media.

The concentrations are designed for students motivated to explore critical business disciplines in greater depth, focus, and intensity for preparation for careers or graduate education in the field of the concentration. Students may choose to complete more than one concentration; however, doing so will likely require additional time beyond the usual four years.

COMMON BUSINESS CORE

(All business majors must take the Common Business Core Courses)

LOWER DIVISION (6 courses)

The following six courses should be completed by the end of the first semester of the sophomore year, but must be completed by the end of the sophomore year for the student to graduate on the student’s expected graduation date.

BUSAD 10 Global Perspectives in Business and Society**

BUSAD 40 Statistics

ACCT 1 Financial Accounting

ACCT 2 Managerial Accounting

ECON 3 Micro-Economic Theory

ECON 4 Macro-Economic Theory

UPPER DIVISION (7 courses)

BUSAD 123 Financial Management
BUSAD 124 Marketing
BUSAD 127 Business Communication
BUSAD 131 Managing and Leading in Organizations
BUSAD 132 Global Operations Management
BUSAD 140 Strategic Management
BUSAD 181 Business Ethics and Social Responsibility

****BUSAD 10** is waived for transfer students entering Saint Mary's with junior or senior standing. It is not waived for students who switch majors at Saint Mary's.

CONCENTRATIONS:

(In addition to the Common Business Core courses, all business majors must take the courses listed for at least one of the following programs.)

**GENERAL BUSINESS PROGRAM
(NO CONCENTRATION):**

Students who complete this program will receive the degree of Bachelor of Science in Business Administration.

1. **BUSAD 120 Business Law**
2. **BUSAD 180 Global Business**
3. **Upper Division Elective**
4. **Upper Division Elective**

Upper Division elective choices for the General Business majors are the following:

BUSAD 108 Interfaith Leadership
BUSAD 110 Entrepreneurship
BUSAD 111 New Venture Financing
BUSAD 112 Small Business Management
BUSAD 113 Business in the Digital Age
BUSAD 121 Advanced Legal Topics
BUSAD 126 Applied Marketing Research
BUSAD 128 Consumer Behavior
BUSAD 129 Global Marketing
BUSAD 137 Advanced Quantitative Methods
BUSAD 138 Business Intelligence and Visualization
BUSAD 139 Business Analytics & Big Data
BUSAD 175 Management Information Systems

Econ 105 Micro-Economic Theory

Econ 106 Macro-Economic Theory

Either **Econ 175 Multinational Enterprises** or

Econ 170 Industrial Organizations
(Econ 105 is an additional prerequisite for Econ 175)

Either **Econ 175 Multinational Enterprises** or

Econ 170 Industrial Organizations
(Econ 105 is an additional prerequisite for Econ 175)

Either **Econ 130 Money, Finance, and Economic Crises**

or **BUSAD 136 Investments**
(Econ106 is an additional prerequisite for Econ 130)

FINANCE CONCENTRATION

Students who complete this program will receive the degree of Bachelor of Science in Business Administration/ Finance Concentration.

1. **BUSAD 135 International Financial Management**
2. **BUSAD 136 Investments** (cross-listed with **Econ 136**)
3. **BUSAD 137 Advanced Quantitative Methods**
4. **BUSAD 111 New Venture Financing**

MARKETING CONCENTRATION

Students who complete this program will receive the degree of Bachelor of Science in Business Administration/ Marketing Concentration.

1. **BUSAD 126 Applied Marketing Research**
2. **BUSAD 128 Consumer Behavior**
3. **BUSAD 129 Global Marketing**
4. **BUSAD 113 Business in the Digital Age**

GLOBAL BUSINESS CONCENTRATION

Students who complete this program will receive the degree of Bachelor of Science in Business Administration/ Global Business Concentration.

1. **BUSAD 180 Global Business**
2. **BUSAD 135 International Financial Management**
3. **BUSAD 129 Global Marketing**
4. **BUSAD 185 Managing the Global Firm**

Students must study abroad one semester in the junior year. This requires careful program planning.

ENTREPRENEURSHIP CONCENTRATION

Students who complete this program will receive the degree of Bachelor of Science in Business Administration/ Entrepreneurship Concentration.

1. **BUSAD 110 Entrepreneurship**
2. **BUSAD 111 New Venture Financing**
3. **BUSAD 112 Small Business Management**
4. **BUSAD 113 Business in the Digital Age**

DIGITAL MEDIA CONCENTRATION

Students who complete this program will receive the degree of Bachelor of Science in Business Administration/ Digital Media Concentration.

1. **BUSAD 113 Business in the Digital Age**
- Choice of three from the following options:
2. **Comm 125 Introduction to Media, Technology, and Culture**
 3. **Comm 133, Video Production**
 4. **Comm 143 Advanced Media Production**
 5. **Art 55 Digital Art: Photo, Video and Sound** OR
Comm 109 Visual Communication OR
Comm 158 Film Application OR
Art 4 Photography
 6. **Art 65 Web Design and Interactive Art**

BUSINESS ANALYTICS CONCENTRATION

Students who complete this program will receive the degree of Bachelor of Science in Business Administration/ Business Analytics Concentration.

1. **BUSAD 137 Advanced Quantitative Methods**
2. **BUSAD 138 Business Intelligence and Visualization**
3. **BUSAD 139 Business Analytics & Big Data**
4. **MA/CS 21 Programming I**

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MINOR REQUIREMENTS

A student may earn only one Minor in Business Administration. Courses for the minor are **Accounting 1, 2; Economics 3, 4; BUSAD 40, 120, 123, 124**; plus two additional upper-division Business Administration courses.

INTERNSHIPS

Students who want to combine study with practical experience in business should contact the SEBA Undergraduate Career Services Office for information on a variety of opportunities available in both the private and public sectors. Course credit for internships may be available through enrollment in **BUSAD 195** (1 credit or .25 credit) prior to beginning the internship.

C O U R S E S

LOWER DIVISION

10 Global Perspectives in Business and Society

An introduction to business and society from a global perspective, including the political, socio-cultural, economic, and ecological dimensions of globalization. Topics include an introduction to global political and economic institutions (e.g., the IMF, World Bank, and United Nations), neo-liberalism, pro-globalization and anti-globalization movements, development in newly emerging economies (e.g., issues involving cultural, ecology, labor, currency and global capital flows), ecological issues (e.g., pollution, global warming, and shortages of water, food, and energy), Non-Governmental Organizations, cross-cultural worldviews of what constitutes a moral economy, and how business can serve social justice or perhaps undermine it. *Offered every semester. This course satisfies the Global Perspectives requirement of the Core Curriculum.*

40 Business Statistics

An introduction to statistical concepts used to assist in making decisions under conditions of uncertainty. Topics include the collection and analysis of data, probability and probability distributions, hypothesis testing, linear regression, and correlation. This course may not be taken for credit in addition to **Mathematics 4** or **Psychology 3**. *Offered every semester.*

UPPER DIVISION

108 Interfaith Leadership in Business and the Professions

This course joins leadership theory, religious literacy, and communication methods, and applies them to business and professional settings, primarily in the U.S., but the course also addresses global implications. Students develop knowledge, values, and skills to lead inclusively and effectively in religiously diverse environments to further business and professional goals, while fostering interreligious understanding and cooperation, and in so doing contributing to the societal common good. *Prerequisites: English 4 and 5 and any one Seminar. This course satisfies the Common Good requirement and the American Diversity requirement of the Core Curriculum. Offered every fall.*

110 Entrepreneurship

An introduction to the concepts, tools, strategies, and practices of the entrepreneurship processes for both a start-up businesses as well as a Strategic Business Unit in an existing company. Topics include identifying new venture opportunities, idea generation, innovation, new product/service development, industry research, competitive analysis, legal and regulatory requirements for new ventures, and business and marketing plan development. Examination of the changing business environment is emphasized to allow students to understand the need to make strategic adjustments to their business model on a continuing basis. *Prerequisites: Lower-division common business core courses and the core curriculum math requirement.*

111 New Venture Financing

The study of raising capital for new ventures involving start-up businesses, financing a strategic unit or project within an existing company, and solving financial problems unique to small- and medium-sized firms undergoing rapid growth. Topics for this course include raising seed capital from venture capital, business angels, investment banking, and commercial banking sources; legal and regulatory issues that arise in new venture financing; exit strategies and financial modeling to determine the financial health of companies and strategies for their growth. *Offered every semester. Prerequisites: Lower-division common business core courses, the core curriculum math requirement, and BUSAD 123.*

112 Small Business Management

An examination of small business practices and strategies in both private and public companies. Topics include employee motivation, green marketing, franchising, e-commerce, and technology. Other issues incorporated into the course are managing diversity in the work place, team development, managing change in the face of global competition, relevant financial statements, and legal matters relating to small business (e.g., contracts and business forms). Continuous improvement methods to meet the changing demands of customers as well as information technology to increase efficiency are also addressed. *Offered spring semester only. Prerequisites: Lower-division common business core courses and, the core curriculum math requirement. This course is not available to freshmen.*

113 Business in the Digital Age

An examination of the impact on business of digital technologies and the use of digital technologies in corporate communication and on-line marketing. Specific topics may include the impact of globalization, collaboration tools (e.g., web-conferencing and other real-time and asynchronous options for joint work), virtual corporate environments, professional networking and social media, mobile applications, online advertising, and e-commerce, as well as performance metrics. Because the rate of change in digital technology and its use in business is high, a part of the course will be reserved for mapping emerging technologies. Students will learn the application of many of these tools through hands-on experience. *Offered every semester. Prerequisites: Lower-division common business core courses, the core curriculum math requirement, and BUSAD 124.*

120 Business Law

This course provides students with an understanding of common legal topics relevant to business, including contracts, business torts, business crimes, business forms (e.g., partnerships and corporations), securities law, lending and secured transaction. *Offered every semester. Prerequisites: Accounting 1, Economics 3. This course is not available to freshmen.*

121 Advanced Legal Topics in Business

This course addresses the regulatory environment of business, including a discussion of applicable regulatory agencies, securities and capital market regulation, anti-trust and fair competition regulation, consumer protection, environmental protection, labor and employment law, intellectual property, international law, and related topics. *Offered spring semester only. Prerequisites: BUSAD 120. This course is not available to freshmen.*

123 Financial Management

An introduction to the principles of corporate finance and their application in business today, focusing on the measurement and creation of value in a corporation. Topics include financial markets, present value analysis, the theory of risk and return, portfolio theory, asset pricing models, cost of capital, capital budgeting, capital structure, and value based management. *Offered every semester. Prerequisites: Lower division common business core courses and the core curriculum math requirement. This course is not available to freshman or sophomores.*

124 Marketing

The study of the major areas of marketing decision-making that confront organizations. Topics include the utilization of marketing information systems as well as the formulation and implementation of integrated product, pricing, distribution and promotion strategies. *Offered every semester. Prerequisites: Lower division common business core courses, except Accounting 2, and the core curriculum math requirement. This course is not available to freshmen.*

126 Applied Marketing Research

A detailed overview of marketing research, strategic marketing planning and the development of fully integrated marketing programs. Topics include market analysis, marketing mix strategies, product positioning, market segmentation, and related social and ethical issues. *Offered every semester. Prerequisites: BUSAD 124. This course satisfies the Community Engagement requirement of the Core Curriculum. This course is not available to freshmen or sophomores.*

127 Business Communication

This course covers the kinds of communication students can expect in complex organizations with multiple audiences. Because business communication occurs in a competitive environment, course material will emphasize in-depth categorical editing, organizational strategies for informative and persuasive writing and speaking, and the construction and presentation of arguments. *Offered every semester. Prerequisites: English 4 and 5. This course is not available to freshmen. This course satisfies the Writing in the Disciplines requirement of the Core Curriculum.*

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128 Consumer Behavior

This course begins by looking at the consumer on an individual level, through an examination of the intrapsychic components of consumer behavior. These include consumer perceptions, memory, motivation/values, attitudes and the individual decision-making process. It then moves on to address the interdependent aspects of consumer behavior by examining its social and cultural context, including: the influence of group members on decision making, differences between subcultures within North America, and the nature and importance of cultural differences in consumer behavior around the world. In addition to a discussion of the basic principles of consumer behavior, emphasis will also be placed on critical evaluation of the supportive evidence, and the research methods used to investigate consumer behavior. *Offered every semester. Prerequisites: Lower-division common business core courses, the core curriculum math requirement, and BUSAD 124. This course is not available to freshmen or sophomores.*

129 Global Marketing

An exploration of the international marketing environment and its impact on marketing practice. Topics include the benefits, risks, and complexities of marketing abroad with particular emphasis on multi-cultural aspects and their implications for market entry, global competitive strategies, and formulating suitable product, promotion, pricing and distribution strategies for international markets. *Offered every semester. Prerequisites: Lower-division common business core courses, the core curriculum math requirement, and BUSAD 124. This course satisfies the Community Engagement requirement of the Core Curriculum. This course is not available to freshmen or sophomores.*

130 Sports Marketing

This course explores basic marketing concepts as they are applied to sports organizations, both amateur and professional. It addresses unique challenges, limitations, and new trends in sports marketing, as well as the marketing of sports products and the use of sports to market non-sports products. Topics include the sports marketing mix, market segmentation, sports consumer behavior, branding, and sponsorship. *Offered spring semester only. Prerequisite: Accounting 1, Economics 3 and either Kinesiology 20 or BUSAD 131 (or by permission of instructor). This course is not available to freshmen or sophomores.*

131 Managing and Leading in Organizations

The study of the structure, functioning, and performance of organizations, and the impact of psychological, sociological and economic variables on the behavior of groups and individuals within them. Topics include motivation, leadership, decision-making, power and influence, group and team dynamics, conflict resolution, creativity and innovation, organizational change, and managing across culture. *Offered every semester. Prerequisites: English 4 and 5. This course is not available to freshmen.*

132 Global Operations Management

A study of the design and execution of the production or service system for providing products or services to meet demand. As efficiency barriers of time and space between companies are breaking down, operations function must adopt a global dimension to remain competitive. The course provides concepts and tools for evaluating and improving the operations of a firm. The specific topics include process analysis, waiting line analysis, quality management, project management, inventory management, and supply chain management. *Offered every semester. Prerequisites: Lower-division common business core courses and the core curriculum math requirement. This course is not available to freshmen.*

135 International Financial Management

An examination of the principles and practices of the financing and investment decisions of multinational firms operating globally. Topics include foreign exchange markets, financial instruments in the international capital markets, corporate exchange risk management, international investment decisions, global financing strategies, financial crises, and related issues. As such, this course extends financial management and investment to the international environment. *Offered every semester. Prerequisites: Lower-division common business core courses, the core curriculum math requirement, and BUSAD 123.*

136 Investments (cross-listed with Economics 136)

Description and analysis of the securities market (bonds, stocks, etc.) from the viewpoint of the private investor. The student is introduced to asset valuation theories as well as the basis of portfolio selection. Particular emphasis is placed on the trade-off between risk and return, both for the individual assets and in a portfolio context. *Offered Spring semester only. Prerequisite: BUSAD 40 or equivalent.*

137 Advanced Quantitative Methods

A rigorous analytical course involving the study of the theories and practices of diverse quantitative methods and procedures that enable managers to judiciously use data in solving complex problems in finance, marketing, operations, and corporate strategy, and providing business analysts with a sound conceptual understanding of the role management science plays in the decision-making process. Students are introduced to advanced tools and techniques for quantitative analysis to support conclusions drawn from empirical evidence for effective decision-making under conditions of uncertainty. Topics may include multivariate statistical analysis, multiple linear and logistic regression modeling, time-series analysis, optimization, computer simulation, waiting line models, principal component, factor and cluster analysis, and multidimensional scaling. *Offered every semester. This course is not available to freshmen or sophomores.*

138 Business Intelligence and Visualization

This course prepares students to develop systems to measure, monitor and predict the evolution of key enterprise variables and performance indicators and present them in the form of usable information supporting the business decision-making process. Students also learn techniques to present analytical results visually and communicate the business insights revealed by analytics effectively. Topics include data warehousing, business reporting and performance management, visual querying, and dashboards. Structured Query Language (SQL) and Tableau will be used in the course. *Offered every semester, beginning in Spring 2017. Prerequisites: Lower-division common business core courses and Math 27 or Math 13/14.*

139 Business Analytics and Big Data

This course covers predictive modeling techniques. Students will also be exposed to a collection of current practices and computer technologies used to transform business data into useful information and support the business decision-making process. Topics include data mining, text and web analytics, and big data strategies. RapidMiner will be used in the course. *Offered every semester, beginning in Spring 2017. Prerequisites: Lower-division common business core courses and Math 27 or Math 13/14.*

140 Strategic Management

A capstone course which must be taken in the spring term of the senior year, it integrates the major functional operating areas of business firms viewed within the broader context of strategic management, i.e., the process of managerial decision making and actions that determine the long-run performance of business organization. *Offered every semester. Prerequisites: Lower division common business core courses, the core curriculum math requirement, BUSAD 123; BUSAD 124; and BUSAD 132.*

175 Management Information Systems

This course focuses on the concepts, tools, trends, and organization of information systems. Topics include e-commerce, network technology, trends in social media, enterprise resource management, database and knowledge management, digitization and digital products, wired and wireless technology platforms, and ethical and social issues. Examination of the changes and trends in the wired and wireless technology platforms, database and business intelligence management, and social media and networks is emphasized to allow students to understand the potential competitive advantages of information technology in a global business world and its role in improving customer intimacy, supply management and various operational efficiencies. *Offered occasionally. Prerequisites: Lower-division common business core courses and the core curriculum math requirement. This course is not available to freshmen or sophomores.*

180 Global Business

An overview of the special opportunities and risks firms face as a result of the rapid globalization of business. The course emphasizes the economic, cultural, and institutional factors that managers must consider when conducting business in foreign countries. Students will study and become familiar with global marketing, finance, and managerial strategies that lead to success in off-shore markets. *Offered every semester. Prerequisites: Lower-division common business core courses. This course is not available to freshmen or sophomores.*

181 Business Ethics and Social Responsibility

The study and application of ethical decision-making, leadership, and social responsibility in business, grounded in personal and company core values. Topics include the moral dimensions of political and economic context of business; utilitarian, Kantian, and virtue ethics; creating ethical company cultures; the role of the firm in society and theories of corporate social responsibility, including sustainability (economic, social, ecological); cross-cultural dimensions of multinational business; and social responsibility focused regulation (e.g., Sarbanes-Oxley). *Offered every semester. Prerequisites: Lower-division common business core courses. This course is not available to freshmen.*

185 Managing the Global Firm

This course is an exploration of the global manager's environment, which includes the cultural context of global management, formulating and implementing strategy for international and global operations, and global human resources management. The course helps students to develop a global vision and global management abilities at the organizational, strategic, and interpersonal level. Topics include cross-cultural management, global human resource management, global workforce planning (people, mobility), developing and managing global competencies (people and processes), and labor relations policies and management. *Offered in Spring semester. Prerequisites: Lower-division common business core courses, the core curriculum math requirement, and BUSAD 131.*

195 Internship

Work-study program conducted in an internship position under the supervision of a faculty member. Normally open to junior and senior students only. *Permission of instructor and department chair required.*

197 Independent Study

An independent study or research course for students whose needs go beyond the regular courses in the curriculum. *Permission of the instructor and department chair required.*