

BUSINESS ADMINISTRATION

Lower Division

BA 1008 Perspectives in Business (3)

Using a combination of lecture, discussion, and activity-based participation, this course provides students with an introduction to business. The course provides an introductory view of the core disciplines of business including management, finance, accounting, marketing, research and development, human resource management, production and operations management, information management, strategic management, and business environment. The course applies these disciplines to entrepreneurs and small business owners, corporations, and to other organizations. Open to all non-business majors and may be applied to satisfying the requirements for the minor in business administration. Satisfies general education requirement SELF.

BA 2000 Business and Economic Information Resources and Methods (1)

This elective online course provides the student with knowledge and skill in using online business and economic information resources. Resource areas covered include accounting, finance, management, marketing, and public administration. The student will learn about database protocols, effective search strategies, with additional focus on database functionality, special features, and digital applications. Students will be given practical information search assignments, providing transferable skills to their major content courses.

BA 2100 Legal Environment of Domestic and International Business (3)

Introduction of legal principles and issues relevant to transacting business. Ethical, social, constitutional, and political influences and controls are integrated within the course materials as part of the legal environment approach. Topics include concepts of the legal process; judicial and administrative practices; forms and structure of business organizations; and legal components of contracts, torts, property, human resources concerns, and international business.

BA/ECON 2200 Quantitative Tools for Business and Economists (4)

This course builds calculation, modeling, and interpretation skills and applies them in business and economic contexts. Topics include functions and their properties; geometric series; matrices; least squares curve fitting; and derivative functions. Applications include interpreting tables, graphs, and properties of functions; using functions to model business and economic problems; solving simultaneous systems and deriving impact multipliers; financial calculations; discrete and instantaneous rates of change; optimization; and curve fitting. Homework exercises include Excel spreadsheet applications. Prerequisite: MIS 2000 and satisfaction of the CSU Entry Level Mathematics requirement. Cross-listed with ECON 2200.

BA 2900 Introduction to Business Professions (1)

This course provides an introduction to the business professions, including an overview of business operations and ethics, exposure to the variety of careers in business, and development of key skills necessary for success in the business curriculum. Skill development focuses on communications (writing, oral, teamwork) and critical thinking. The student is introduced to rubrics used to evaluate learning goals and objectives for the business major. The course is intended for business majors. Note: For business administration majors, BA 2900 must be completed with a C or better (not C-) to enroll in upper division core courses. For first-quarter transfer majors who can otherwise enroll in upper division core courses, BA 2900 is a corequisite. Note: Transfer Business majors who have completed the lower division core courses and at least 54 semester units must take BA 2900 as a corequisite with their first upper division core course.

Upper Division

BA 3008 Diversity in Business Organizations (3)

The course focus is an exploration of the cultural diversity in business and at work today. This course encompasses the entire spectrum of basic cultural theory, the cultural impacts on business, and six major cultural groups. Topics covered will include doing business with North Americans, Latin Americans, Asians, Europeans, Africans, and Middle Easterners. Satisfies general education requirement JYDR.

BA 3010 Data Analysis and Decision Making (3)

An introduction to the application of statistical and quantitative methods using computer technology to examine and explore data and to build and interpret models to aid in business decision making in all functional areas. Methods covered include: summarizing and exploring data, probability concepts, hypothesis testing, confidence intervals, regression analysis, simulation, decision theory, and optimization.

BA 3108 Business and Society (3)

Focuses on the interrelationships between society, business, and government. Considers those situations where the market system fails to solve problems that society deems important. Topics include ecological impact of technology, and the relationship of technology to employment and quality of work life, consumerism, ethics, and corporate social responsibility. Satisfies general education Sustainability and Justice upper division Area D.

BA 3300 Intercollegiate Business Policy Games (1-3)

Individual study is offered as an opportunity for the student to design a course of study dealing with a particular area of interest within a discipline, to research the subject area and present an in-depth study for review. Student works under the direct supervision of a faculty member who must approve the study prior to its implementation.

BA 4280 Small Business Consulting (3)

Students are assigned as consultants to a small firm in the business community to assist owner clients in marketing, finance, accounting, operations, MIS, personnel and strategic management, as appropriate. Students are supervised by faculty and provide oral and written reports to the client to conclude the consultation. Prerequisite: Senior standing and permission of Business Research Education Center Director.

BA 4770 Special Topics in Business (3)

Special topics courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. Each department will determine applicability toward individual concentrations.

BA 4850 Individual Study (1-3)

Individual study is offered as an opportunity for the student to design a course of study dealing with a particular area of interest within a discipline, to research the subject area and present an in-depth study for review. Student works under the direct supervision of a faculty member who must approve the study prior to its implementation.

BA 4860 Internship in Business Administration (3)

This internship experience provides the student with an opportunity for exposure to practical experience in the managerial setting of an organization. The student is encouraged to use the opportunity to apply knowledge acquired in the classroom and work independently on a program plan or project. Units may not be used to satisfy the requirements of the Business Administration major. Students may earn a maximum of 3 units through internships. Offered on a credit, no-credit basis only.

BA 4890 Special Topics (1-12)

This course provides academic credit for participation in various intercollegiate competitions offered under the direction of the faculty of the School of Business and Public Administration. Academic credit can be earned for up to two semesters for those competitions extending beyond a single semester (i.e., up to six units per academic year). Most competitions extend over two semesters, including preparation and practice. The activity is graded on a credit-no credit basis.

BA 4908 Senior Seminar (1)

This course is required for the business major and also fulfills the GE Capstone course requirement. Students will reflect on their general education experience and how it contributes/complements their major studies. Students will also reflect on how their baccalaureate studies have prepared them for career and life goals. Teams will develop and present a project showcasing the skills and knowledge gained through their studies. Prerequisite: Senior status and completion of two of UDB, UDC, UDD. Satisfies general education requirement Capstone.

*Graduate Courses***BA 6900 Master's Culminating Project (3)**

The culminating project provides an opportunity for each student to utilize and demonstrate the tools and understanding he or she has developed during the program. Through a comprehensive interactive competitive simulation, each student will manage a firm in competition with other student-managed firms. At the completion of the simulation, each student will produce a historical account of the firm's performance via an annual report, an account of how the firm responds to its key stakeholder groups via a social audit, and a strategic plan for the future via a business plan. Each student is expected to demonstrate mastery of the essential tools of the business disciplines and an understanding of markets and the external environment.