

Department of *Business Administration*

College of Business

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Professors *Drew Dahl*, financial institutions and international finance; *Peter M. Ellis*, production and operations research; *J. Robert Malko*, corporate and energy utility finance; *Philip R. Swensen*, corporate finance, investments, and managerial economics; **Professors Emeritus** *Allen D. Kartchner*, production and operations research; *Paul A. Randle*, corporate finance and valuation analysis; **Associate Professors** *J. Brian Atwater*, “theory of constraints,” quality management, lean manufacturing; *Kenneth R. Bartkus*, promotion management; *Cathy L. Hartman*, consumer behavior and environmental sustainability; *Vijay R. Kannan*, supply chain and quality management, cellular manufacturing; *Edwin R. Stafford*, marketing management, strategy, environmental sustainability; **Instructor** *Stacey B. Hills*, marketing research, strategy, and product management; **Senior Lecturer** *Madeline S. Thimmes*, production and corporate finance

Degrees offered: Bachelor of Science (BS) and Bachelor of Arts (BA) in Business Administration, Finance, Marketing, and Production Management. The Department of Business Administration participates in the College of Business MBA (Master of Business Administration) degree (see pages 160-161).

Undergraduate Programs

Objectives

The Department of Business Administration offers programs to prepare men and women for administrative position in business, government, and other institutions. Specialized training is provided within specific functional fields for business, as well as training directed at understanding the broader aspect of business as it functions within our free enterprise environment. Training is specifically provided in three areas: (1) **Finance**, leading to careers in banking, brokerage activities and investment, and positions as financial analysts in industry; (2) **Marketing**, involving positions in sales, advertising, retailing, distribution, and other similar activities; and (3) **Production Management**, leading to careers in manufacturing, including supply-chain management, production planning, quality management and project management.

College of Business Requirements

All students with majors in the Business Administration Department must satisfy the College of Business requirements, provided on pages 83-84. Academic advising about these requirements is available in the College of Business Student Service Center, Business 308.

Majors

Departmental Core. For all majors within the Department of Business Administration, students must complete the following courses: BA 3400, 3500, 3700; Econ 3400; MHR 3110, and MHR 4880 or 4890. In addition, students must complete at least

one-half credit of BA 3250. Students may take 3000-level courses before completing the College of Business prespecialization core; however, students will be restricted from enrolling in 4000-level courses until they have completed the prespecialization core and received advanced standing. See pages 83-84 for details.

Finance Major. Finance deals with planning the use of money, whether it is for the purchase of investment products, capital acquisitions, or for the day-to-day financial needs of a firm. In addition to completing the departmental core, students majoring in finance must take BA 4450, 4460; Econ 4010, 4020; and three finance electives. Students must choose two of the following: BA 4300, 4410, 4420, 4430. The third elective may be selected from the required finance electives or from BA 3080; Acct 3310, 3410; PFP 5060, 5070, 5080; Econ 4030, 5030, 5330, 5600.

Marketing Major. Modern marketing consists of a system of activities designed to help the marketer understand and influence buyer and seller behavior. Within the socio-economic and political environment, the marketer must plan, price, promote, and distribute want-satisfying goods and services to society. The following courses, designed to prepare students in all areas of marketing, must be taken in addition to the departmental core: BA 4510, 4530, 4540, 4550, 4590. Because of prerequisite requirements, some of these courses will need to be taken during the junior year.

Production Management Major. Production management involves the planning, directing, and controlling of activities related to the production of goods and services. Required courses include: BA 3080, 4720, 4750, 4790, 5730, and two production electives. Production electives include: Acct 3310; BIS 3100; Econ 4010, 5670; MHR 3710, 4630.

Business Administration Major. A major in business administration is available for those students who have a special career objective that does not fit the other majors. A written proposal is designed by the student and submitted to the department head for approval. This proposal will include a written justification and a list of courses totaling at least 21 credits. For instructions, students should contact the departmental advisor.

Minors

The Department of Business Administration offers three minors. A grade point average of 2.50 in the five or six courses of a minor is required. Many of the courses listed under each minor have prerequisites.

Marketing Minor. Acct 2010; MHR 3110; BA 3500, 4510, 4550; and either BA 4530 or 4540.

Finance Minor. BA 3400, 3500, 4450, 4460; and one of the following: BA 4300, 4410, 4420, 4430.

Production Minor. BA 3500, 3700, 4720; and two of the following: BA 3080, 4750, 4790, 5730.

Other Minors. The College of Business sponsors two minors, a general business minor and an international business minor. Information on these minors can be obtained from the College of Business Student Service Center, Business 308.

Other Degree Options

Dual Majors. Dual majors are available in accounting, human resources, management, business information systems, and economics. See the applicable department for information.

Second Bachelor's Degrees. Second bachelor's degrees are available for all four majors. For information, contact the College of Business Student Service Center, Business 308.

Additional Information

Advising sheets for majors, minors, second bachelor's degrees, and the Business Administration major are available from the Department of Business Administration, Business 815, and from the College of Business Student Service Center, Business 308.

Graduate Programs

For information about the **Interdepartmental Curriculum for the Master of Business Administration (MBA)**, see pages 160-161. Master's degrees are also offered by the following departments in the College of Business: Accountancy, Business Information Systems, and Economics. A Human Resources Management specialization is available in the interdepartmental Master of Social Sciences (MSS). For further information, refer to the appropriate sections of this catalog.

Business Administration Courses (BA)

BA 1000. Business Orientation. Orients freshmen and transfer students to College of Business programs, academic and student services, professional organizations, and career possibilities. Also taught as Acct 1000, BIS 1000, Econ 1000, and MHR 1000. (0.5 cr) (F,Sp)

BA 1350. Introduction to Business. Investigation of the role of business in contemporary society, including an introduction to the general problems of business operation. (3 cr) (F) ©

BA 2250. Introductory Internship. Introductory-level experience in a career-related position approved by the Cooperative Education Office. One credit for every 75 hours of internship experience, with a maximum of 9 credits. A maximum of 12 credits of 2250 and 4250 combined can be counted toward the minimum degree requirements for the College of Business. (1-9 cr) (F,Sp,Su) ®

BA 3080 (QI). Operations Research. Quantitative methods for resource allocation: linear programming, queuing theory, simulation, project management, etc. Prerequisites: Stat 2300 or 3000. (3 cr) (F,Sp) ©

BA 3250. Discussions With Business Leaders. Students attend Partners in Business Program seminar sessions to examine new methods for improving performance in organizations. Repeatable to a maximum of 1.5 credits. (0.5 cr) (F,Sp) ®

BA 3400 (QI). Corporate Finance. How corporations raise and manage capital. Study of modern financial principles, methods, policies, and institutions. Corporate organization, creation, and reorganization. Prerequisites: Math 1050; Acct 2010; choose one statistics course from: Stat 1040, 2300, 3000, Psy 2800. (3 cr) (F,Sp,Su) ©

BA 3460. Fundamentals of Personal Investing. Examination of investment vehicles available to personal investor. Principal emphasis on corporate and government securities. Credit cannot be used toward requirements for finance major. (3 cr)

BA 3500. Fundamentals of Marketing. Overview of marketing function, emphasizing concepts and terminology. Includes basic marketing activities of product management, pricing, distribution, promotion, marketing research, and consumer behavior. (3 cr) (F,Sp,Su) ©

BA 3700. Production/Operations Management. Managerial aspects of production planning, procurement, inventory control, production control, quality control, layout, methods improvement, performances, standards, and basic industrial processes. Prerequisite: Stat 2300 or 3000. (3 cr) (F,Sp,Su) ©

BA 4250. Advanced Internship. Advanced or middle-level internship experience in a career-related position approved by the Cooperative Education Office. One credit for every 75 hours of internship experience, with a maximum of 9 credits. (1-9 cr) (F,Sp,Su) ®

BA 4300. International Finance. Overview of international financial management, including international financial markets, exchange rate behavior, and financing international trade. (3 cr) (F,Sp)

BA 4410. Financial Institutions. Role of domestic and international financial institutions in supplying services to consumers, businessmen, and government. Prerequisite: BA 3400. (3 cr) (F,Sp)

BA 4420. Insurance. Studied from the standpoint of insurance services consumers, course explores types of life, property, and casualty insurance contracts; nature and uses of life and property insurance; and the organization, management, and government supervision of insurance companies. Prerequisite: BA 3400. (3 cr) (F)

BA 4430. Real Estate Finance. Covers theory, principles, and techniques of real estate investment, emphasizing present value and cash-flow approaches to real estate investment decisions. Prerequisite: BA 3400. (3 cr) (Sp)

BA 4450. Financial Policy. Analyzes working capital management, capital budgeting, capital management, and other short-term and long-term financial decisions. Prerequisite: BA 3400. (3 cr) (F,Sp)

BA 4460. Investments. Provides an understanding of security analysis and portfolio management. Market operations; risk and return; stock, bond, and option analysis; and portfolio theory and creation. Prerequisite: BA 3400. (3 cr) (F,Sp)

BA 4510. Buyer Behavior. Marketing analysis of the decision processes of individuals, households, businesses, and not-for-profit institutions. Builds on concepts from psychology, sociology, anthropology, and economics. Prerequisites: BA 3500; Psy 1010 or Soc 1010 or USU 1340. (3 cr) (F,Sp) ©

BA 4530. Marketing Research. Management of marketing research function. Basic vs. decisional research, survey research, cost vs. value of information, research design, experimentation, and analysis techniques. Prerequisites: BA 3500; choose one of the following statistics courses: Stat 1040, 2300, 3000, Psy 2800. (3 cr) (F,Sp)

BA 4540. Marketing Institutions. Examination of strategic decision-making by institutions involved in the marketing channel. Primary emphasis on retail institutions. Explores types of marketing intermediaries, vertical integration, channel member power and conflict, and international channel management issues. Prerequisite: BA 3500. (3 cr) (F,Sp) ©

BA 4550. Promotion Management. Examines role of promotion concepts in development of a communication strategy. Based on an introduction to the nature of communications, course covers advertising, personal selling, and sales promotion, emphasizing the competitive and strategic value of communications in both the marketplace and society. Prerequisite: BA 3500. (3 cr) (F,Sp)

BA 4590. Global Marketing Strategy. Analytical approach to strategic marketing problems facing the firm competing in global markets. Emphasizes key analytical and decision-making frameworks concerning the global marketing environment and the marketing mix and their impact on the firm's performance. Prerequisites: BA 4540, 4550. (3 cr) (F,Sp) ©

BA 4720. Production Planning and Control. Planning and control of production processes and materials flow. Prerequisite: BA 3700. (3 cr) (F)

BA 4750. Production Simulation. Computer simulation of production environment, including scheduling, routing, labor capacity, inventory, and delivery. Emphasizes just-in-time concepts. Prerequisite: BA 3700. (3 cr) (Sp)

BA 4790. Operations/Supply Chain Strategy. Role of operations/supply chain management in development of competitive advantage for a business firm. Prerequisite: BA 4720. (3 cr) (Sp)

BA 4800. Independent Research and Reading. (1-3 cr) ©

BA 4950H. Senior Honors Thesis/Project. Creative project that will then be written up, and presented, as a Senior Thesis as required for an Honors Plan. (3 cr) (Sp)

BA 5730. Management of Quality. Develops methods and procedures for design, implementation, and control of total quality management programs in both product and service organizations. Prerequisites: BA 3700; Stat 2300 or 3000. (3 cr) (F)

BA 6160. Integrative Pre-MBA Core. Integrates financial reporting, analysis, and markets; domestic and global economic and legal environments; creation and distribution of goods and services; and human behavior in organizations. Upon completion, students without undergraduate degrees in business are prepared to enter advanced MBA core. Also taught as Acct 6160, BIS 6160, Econ 6160, and MHR 6160. (18 cr) (Su)

BA 6180. Intrasession MBA Workshop. Intensive workshops designed to enhance the MBA experience. (0.5-1 cr) ©

BA 6350. Managerial Economics. Application of concepts and theories, based on managerial economics, to business problems. Addresses cost theory, pricing, market structures, and forecasting. (3 cr)

BA 6420. Financial Problems. Corporate finance case course, dealing with problems in working capital management, capital budgeting, cost of capital problems, and corporate restructuring. (3 cr) (F,Su)

BA 6440. Financial Decision Making. Presentation of financial modelling techniques impacting firm decisions. (3 cr) (Sp)

BA 6520. Marketing Strategy. Advanced case approach to current marketing management problems. Emphasizes concepts, research, techniques, decision making, and marketing strategy development. (3 cr) (Sp,Su)

BA 6540. Special Topics in Marketing. Selected topics in marketing pursued in depth. Topics and instructors vary semester to semester. Current topics include: Marketing Communications and Supplemental Aspects of Electronic Commerce, The Changing Environment of Marketing Institutions, and Buyer Behavior. Prerequisite: BA 6520. (3 cr) (Sp)

BA 6560. Market Analysis and Decision Making. Develops skills necessary to plan and implement an effective marketing strategy. Focuses on role of marketing information in managerial decision making. Uses marketing cases and/or simulation games throughout the course. (3 cr) (F,Sp)

BA 6720. Operations Management. Study of basic process functions in managing a production or service organization, such as inventory control, production control, procurement, quality control, production planning, forecasting, etc. (3 cr) (F,Su)

BA 6740. Decision Making in Operations Management. Selected topics in operations management pursued in depth. Topics and instructors vary from semester to semester. Prerequisite: BA 6720. (3 cr) (Sp)

BA 6860. Research in Business Decision Sciences. Requires students to develop and complete a research project based on principles of business decision science. (3 cr) (F,Sp)

BA 6900. Independent Research and Reading. (1-3 cr) (F,Sp,Su) ©

BA 6960. Professional Paper. A paper of professional quality prepared by each student. Designed to demonstrate the ability to complete a major business-related project and to effectively present the results. (3 cr) (F,Sp,Su)

BA 6970. Thesis. (1-6 cr) (F,Sp,Su) ©

BA 6990. Continuing Graduate Advisement. (1-3 cr) (F,Sp,Su) ©

© Repeatable for credit. Check with major department for limitations on number of credits that can be counted for graduation.

© This course is also offered by correspondence through Continuing Education Independent and Distance Education.