

Business Administration

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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 153-154).

Undergraduate Programs

Objectives

The Department of Business Administration offers programs to prepare students for administrative positions in business, government, and other institutions. Specialized training is provided within specific functional fields of business, as well as training directed at understanding the broader aspect of business as it functions within our economy. 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) **Operations Management**, leading to careers related to supply chain management, operations planning and scheduling, project management, quality management, and consulting.

College of Business Requirements

All students desiring to major in the Business Administration Department must satisfy the College of Business admission requirements, provided on pages 101-102. Academic advising about these requirements is available in the College of Business Career and Education Opportunities Center, Business 310A.

Business Core. All majors in the Department of Business Administration must complete the following prerequisite courses and business core courses in addition to the specific courses listed for the major.

Prerequisite Courses: ECON 1500; MATH 1100; STAT 2300; and PSY 1010 or SOC 1010. Business majors must take these courses as prerequisite to 3000-, 4000-, and 5000-level courses in the College of Business.

Business Core Courses: ACCT 2010, 2020; BA 3400, 3500, 3700; BIS 2450, 2550; BUS 3250; ECON 2010, 3400; MHR 2990, 3110; and MHR 4880 or 4890. All 3000-, 4000-, and 5000-level courses in the College of Business are restricted to stu-

dents admitted to the College of Business or another USU major with an overall GPA of at least 2.67 and completion of at least 40 credits.

Majors

The Department of Business Administration offers four majors. An overall GPA of at least 2.50 is required to graduate. Course requirements for each major are listed below.

Finance Major. Finance is concerned with how individuals and firms allocate resources over time. Solutions to allocation problems rely upon the existence of capital markets that allow the exchange of resources over time, and firms that allow individuals to transform current resources into resources available in the future. In particular, finance deals with the financial management of firms, investment management, and the management of financial institutions. 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 should be taken during the junior year.

Operations Management Major. Operations management involves planning, directing, controlling, and improving the activities related to providing goods and services. The operations manager is responsible for assuring that customer expectations are met, and even exceeded, with regard to quality, delivery, and price. To execute their responsibilities, operations managers must understand how to convert customer demand into specific material, equipment, and labor resources. In addition, they must work with and develop good suppliers, customer relationships, and internal work activities. Required courses include: BA 3080, 4720, 4750, 4790, 5730; MAE 5600 *or* STAT 5300; and one production elective chosen from ACCT 3310, ECON 5670, or MHR 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.

Operations Management 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 about these minors can be obtained from the College of Business Career and Education Opportunities Center, Business 310A.

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 Career and Education Opportunities Center, Business 310A.

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 Career and Education Opportunities Center, Business 310A. These sheets can also be found online at: <http://www.usu.edu/cobssc/web/requirementsheets.htm>.

Graduate Programs

For information about the **Interdepartmental Curriculum for the Master of Business Administration (MBA)**, see pages 153-154. Master's degrees are also offered by the following departments in the College of Business: Accountancy, Business Information Systems, and Economics. For further information, refer to the appropriate sections of this catalog.

Business Administration Faculty

Professors

Kenneth R. Bartkus, promotion management

Drew Dahl, financial institutions and international finance

Peter M. Ellis, production and operations research

J. Robert Malko, corporate and energy utility finance

C. R. Michael Parent, marketing research and strategy

Philip R. Swensen, corporate finance, investments, and managerial economics

Professors Emeritus

Allen D. Kartchner, production and operations research

Eugene C. Kartchner, production and operations research

Calvin D. Lowe, marketing

Paul A. Randle, corporate finance and valuation analysis

Associate Professors

J. Brian Atwater, "theory of constraints," quality management, lean manufacturing

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

Alan A. Stephens, corporate finance and investments

Assistant Professors

Haiyan Hu, retailing and consumer behavior, international retailing, visual merchandising and promotion

Seung-Woog Kwag, investments and corporate finance

Instructors

Stacey B. Hills, marketing research, strategy, and product management

Janet P. Lyons, operations and marketing

Course Descriptions

Business Administration (BA), pages 346-347