

Department of Business Administration

Department Head: Alan A. Stephens
Location: Business 811
Phone: (435) 797-2362
FAX: (435) 797-2634
E-mail: alan.stephens@usu.edu
WWW: <http://www.usu.edu/cob/admin>

Undergraduate Advisor:
Isobel Roskelley, Business 309, (435) 797-2272,
isobel.roskelley@usu.edu

Degrees offered: Bachelor of Science (BS) and Bachelor of Arts (BA) in Business Administration, Finance, Marketing, and Operations Management. The Department of Business Administration participates in the College of Business MBA (Master of Business Administration) degree (see pages 178-179).

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.

Departmental Honors

See *Honors in Business* description in the College of Business section of this catalog (page 105).

Learning Objectives and Assessment

Assessment information for the Business Administration Department can be found online at:
<http://www.usu.edu/cob/admin/dept/assess.htm>

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 105-106. Academic advising about these requirements is available in the College of Business Career and Education Opportunities Center, Business 309.

Matriculation Requirement and Transfer Limitation

No more than 15 USU College of Business credits (ACCT, BA, BIS, BUS, MHR), numbered 2000 and above, earned as a nonbusiness major (before acceptance into the College of Business) can be applied to a College of Business degree. More than 15 business credits can be transferred from other accredited institutions. However, additional USU College of Business credits added to previously earned transfer business credits may not exceed a combined total of 15. Furthermore,

to earn a bachelor's degree in a College of Business major, at least 50 percent of the required College of Business credits must be earned from coursework taken from the Utah State University College of Business.

USU Credits and Business Credits

At least 30 of the last 60 semester credits must be taken from Utah State University, 10 of which must be included within the last 40 credits presented for the degree. At least 50 percent of the College of Business credits required for a College of Business degree must be taken from the Utah State University College of Business or its departments, which include: School of Accountancy, Business Administration, Business Information Systems, Economics, and Management and Human Resources.

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 (13 credits)

ECON 1500 (BAI) Introduction to Economic Institutions, History, and Principles (F,Sp)	3
MATH 1100 (QL) Calculus Techniques (F, Sp, Su)	3
STAT 2300 (QL) Business Statistics (F, Sp, Su)	4
PSY 1010 (BSS) General Psychology (F, Sp, Su) (3 cr) or	
SOC 1010 (BSS) Introductory Sociology (F, Sp) (3 cr)	3

Business majors must take the above courses as prerequisite to 3000-, 4000-, and 5000-level courses in the College of Business.

College of Business Core (37 credits)

ACCT 2010 Survey of Accounting I (F, Sp, Su)	3
ACCT 2020 Survey of Accounting II (F, Sp, Su)	3
BA 3400 (QI) Corporate Finance (F, Sp, Su)	3
BA 3500 Fundamentals of Marketing (F, Sp, Su)	3
BA 3700 Operations Management (F, Sp, Su)	3
BIS 2450 Spreadsheets and Databases for Business (F, Sp, Su)	3
BIS 2550 (CI) Business Communication (F, Sp, Su)	3
BUS 3250 Discussions With Business Leaders (F, Sp)	1
ECON 2010 (BSS) Introduction to Microeconomics (F, Sp)	3
ECON 3400 International Economics for Business (F, Sp, Su)	3
MHR 2990 Legal and Ethical Environment of Business (F, Sp, Su)	3
MHR 3110 Managing Organizations and People (F, Sp, Su)	3
MHR 4880 (CI) Business Strategy in an Entrepreneurial Context (F, Sp) (3 cr) or	
MHR 4890 (CI) Business Strategy in a Global Context (F, Sp, Su) (3 cr)	3

All 3000-, 4000-, and 5000-level courses in the College of Business are restricted to students 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 on the following pages.

Finance Major Requirements (21 credits)

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,

Department of Business Administration

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.

Required Courses (12 credits)

BA 4450 Financial Policy (F,Sp)	3
BA 4460 Investments (F,Sp)	3
ECON 4010 Managerial Economics (F,Sp,Su)	3
ECON 4020 Macroeconomics for Managers (F,Sp,Su)	3

Electives (9 credits)

Three electives are required, two of which must be selected from the following list:

BA 4300 International Finance (F,Sp)	3
BA 4410 Financial Institutions (F,Sp)	3
BA 4420 Insurance (F)	3
BA 4430 Real Estate Finance (Sp)	3

The remaining elective may be chosen from the following, or from the list above:

ACCT 3310 Strategic Cost Management (F,Sp,Su)	3
ACCT 3410 Income Taxation I (F,Sp,Su)	3
BA 3080 (QI) Operations Research (F,Sp)	3
ECON 4030 (CI) Agribusiness Finance (F)	3
ECON 5030 Agricultural Marketing and Price Analysis (F)	3
ECON 5330 (QI) Applied Econometrics (Sp)	3
ECON 5600 Financial Economics (Sp)	3
PFP 5060 Personal Financial Planning and Advising (F)	3
PFP 5070 Retirement Planning (Sp)	3
PFP 5080 Estate Planning (Sp)	3

Marketing Major Requirements (21 credits)

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. As prerequisites to BA 4590, students must complete two of the following courses: BA 4510, 4530, 4540, or 4550.

Required Courses (15 credits)

BA 4510 Buyer Behavior (F,Sp)	3
BA 4530 Marketing Research (F,Sp)	3
BA 4540 Marketing Institutions (F,Sp) (3 cr) or	
BA 4070 (CI) Retail Management (3 cr)	3
BA 4550 Promotion Management (F,Sp)	3
BA 4590 Global Marketing Strategy (F,Sp)	3

Elective Courses (6 credits)

Select one of the following marketing tracks:

Track 1: Analysis of Culture

Option A: Language

LING 4100 The Study of Language (F, Sp)	3
LING 4900 Analysis of Cross-Cultural Difference (Sp)	3

Option B: Psychology

PSY 4210 Personality Theory (Sp)	3
PSY 4240 Multicultural Psychology (F)	3

Option C: Social Systems

MHR 4630 Human Resource Management (F, Sp)	3
MHR 4730 Business and Society (F, Sp)	3

Option D: Social/Environmental (Choose 2 courses)

MHR 4730 Business and Society (F, Sp)	3
ENVS 3330 Environment and Society (Sp)	3
ENVS 4000 Human Dimensions of Natural Resource Management (F)	3
LAEP 4900 Special Problems (F, Sp, Su)	3

Track 2: Communication (Choose 2 courses)

BIS 4550 (CI) Principles of International Business Communications (Sp)	3
JCOM 4010 Mass Communication Ethics (Sp)	3
JCOM 4020 Mass Media and Society (F, Sp)	3
SPCH 4800 (CI) Nonverbal Communication (F)	3

Track 3: International (Choose 2 courses)

BA 4050 International Retailing	3
BIS 4550 (CI) Principles of International Business Communications (Sp)	3
POLS 3100 Global Issues (F)	3

Track 4: Recreation/Tourism (Choose 2 courses)

ENVS 3300 Fundamentals of Recreation Resources Management (F)	3
ENVS 4130 Recreation Policy and Planning (Sp)	3
ENVS 4500 (CI) Wildland Recreation Behavior (Sp)	3
PRP 3750 Commercial Recreation and Tourism (F)	3
PRP 4400 Recreation Park and Facility Management (F)	3

Track 5: Operations and Distribution

BA 4720 Production Planning and Control (F)	3
BA 4790 Supply Chain Management (Sp)	3

Track 6: Research (Choose 2 courses)

ECON 4010 Managerial Economics (F, Sp, Su)	3
ECON 4310 (QI) Mathematical Methods for Economics (F)	3
STAT 3000 (QI) Statistics for Scientists (F, Sp)	3

Track 7: Retail (Choose 2 courses)

BA 4240 Merchandise Planning and Control	3
BIS 5450 Designing Graphical User Interfaces for Electronic Commerce (F,Sp)	3
BIS 5700 Internet Management and Electronic Commerce (F,Sp)	3

Operations Management Major Requirements (21 credits)

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 (18 credits)

BA 3080 (QI) Operations Research (F,Sp)	3
BA 4720 Production Planning and Control (F)	3
BA 4750 Production Simulation (Sp)	3
BA 4790 Supply Chain Management (Sp)	3
BA 5730 Process Analysis and Improvement (F)	3
MAE 5600 Manufacturing Process Planning and Statistical Quality Control (F) (3 cr) or	
STAT 5300 (QI) Statistical Process Control (Sp) (3 cr)	3

Department of Business Administration

Elective Course (3 credits)

Select one of the following two courses:

ACCT 3310 Strategic Cost Management (F,Sp,Su)	3
MHR 4630 Human Resource Management (F,Sp)	3

Business Administration Major Requirements

The Business Administration major is a general degree that recognizes that most business students will have multiple business responsibilities throughout their career. This degree provides broad cross-discipline experience in the core business areas of operations, finance, and marketing. 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.

Required Courses (18 credits)

BA 4410 Financial Institutions (F, Sp)	3
BA 4450 Financial Policy (F, Sp)	3
BA 4530 Marketing Research (F, Sp)	3
BA 4590 Global Marketing Strategy (F,Sp)	3
BA 4790 Supply Chain Management (Sp)	3
BA 5730 Process Analysis and Improvement (F)	3

Required Capstone Course (3 credits)

MHR 4880 (CI) Business Strategy in an Entrepreneurial Context (F, Sp) (3 cr) or	
Another approved course (3 cr)	3

Students choosing the MHR 4880 option must take MHR 4890 to satisfy the business core requirement.

Minor Requirements

The Department of Business Administration offers three minors: a marketing minor, a finance minor, and an operations management minor.

A student from outside the College of Business who desires to pursue any of these minors must recognize that there are several prerequisites to the required courses. Specifically, most of the courses require college algebra; some require accounting, economics, or statistics.

Marketing Minor (16 credits)

Required Courses (10 credits)

BA 3500 Fundamentals of Marketing (F, Sp, Su)	3
MHR 3110 (DSS) Managing Organizations and People (F, Sp)	3
STAT 2300 (QL) Business Statistics (F, Sp, Su)	4

Electives (6 credits)

Select two of the following courses:

BA 4510 Buyer Behavior (F, Sp)	3
BA 4530 Marketing Research (F, Sp)	3
BA 4540 Marketing Institutions (F, Sp)	3
BA 4550 Promotion Management (F, Sp)	3

Finance Minor (15 credits)

Required Courses (12 credits)

BA 3400 (QI) Corporate Finance (F, Sp, Su)	3
BA 3500 Fundamentals of Marketing (F, Sp, Su)	3
BA 4450 Financial Policy (F, Sp)	3
BA 4460 Investments (F, Sp)	3

Elective Course (3 credits)

Select one of the following courses:

BA 4300 International Finance (F, Sp)	3
---------------------------------------	---

BA 4410 Financial Institutions (F, Sp)	3
BA 4420 Insurance (F)	3
BA 4430 Real Estate Finance (Sp)	3

Operations Management Minor (15 credits)

Required Courses (9 credits)

BA 3500 Fundamentals of Marketing (F, Sp, Su)	3
BA 3700 Operations Management (F, Sp, Su)	3
BA 4720 Production Planning and Control (F)	3

Electives (6 credits)

Select two of the following courses:

BA 3080 (QI) Operations Research (F, Sp)	3
BA 4750 Production Simulation (Sp)	3
BA 4790 Supply Chain Management (Sp)	3
BA 5730 Process Analysis and Improvement (F)	3

A grade point average of at least 2.50 over the minor courses is required.

A student may request a deviation from the preceding requirements by submitting a written justification for the changes to the department head for approval. If approved, it becomes the minor for that student only.

Business Minor (General)

A general Business Minor is administered by the College of Business. For further information, students should contact the College of Business Career and Education Opportunities Center, Business 309, (435) 797-2272.

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 309.

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 309. These sheets can also be found online at:

<http://www.usu.edu/cobssc/web/requirementsheets.htm>

A major requirement sheet, which includes further information about career opportunities and course requirements for the majors and minors within the Business Administration Department, can be obtained from the department, or accessed online at:

<http://www.usu.edu/ats/majorsheets/>

Graduate Programs

For information about the **Interdepartmental Curriculum for the Master of Business Administration (MBA)**, see pages 178-179.

Master's degrees are also offered by the following departments in the

Department of Business Administration

College of Business: Accountancy, Business Information Systems, and Economics. For further information, refer to the appropriate sections of this catalog.

Business Administration Faculty

Professors Emeritus

Allen D. Kartchner, production and operations research
Eugene C. Kartchner, production and operations research
Paul A. Randle, corporate finance and valuation analysis

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

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

Stacey B. Hills, marketing research, strategy, and product management
Haiyan Hu, retailing and consumer behavior, international retailing, visual merchandising and promotion
Seung-Woog Kwag, investments and corporate finance

Senior Lecturer/Executive in Residence

Randall L. Cook, operations management and finance

Lecturer

Janet P. Lyons, operations and marketing

Course Descriptions

Business Administration (BA), pages 471-473