

# **BUSINESS ADMINISTRATION AND ECONOMICS**

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## **PROGRAMS AVAILABLE**

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION  
GENERAL BUSINESS ADMINISTRATION  
ACCOUNTING CONCENTRATION  
EVENT & SPORT MANAGEMENT CONCENTRATION  
INTERNATIONAL BUSINESS CONCENTRATION  
MANAGEMENT CONCENTRATION  
MARKETING CONCENTRATION  
BUSINESS ADMINISTRATION MINOR  
ECONOMICS MINOR  
MARKETING MINOR**

## **BUSINESS ADMINISTRATION AND ECONOMICS MAJOR PROGRAM**

The Department of Business Administration and Economics offers a four-year program leading to a Bachelor of Science in business administration. The program is designed to develop liberally educated professionals with the knowledge, perspectives, problem-solving abilities and ethical values necessary for successful careers and responsible citizenship.

The program has several options, including a general program in business administration, as well as five areas of concentration. All of our options offer a strong foundation of required courses, combined with relevant departmental and non-departmental courses that give students a strong base in communication, technical and administrative skills. The goal of our

program is for students to become academically well-rounded and technically prepared for a career in business, government, non-profit organizations or for graduate study.

Students graduating with a degree in business administration are expected to:

- Understand and apply professionally marketable knowledge;
- Think creatively and critically;
- Define, analyze, evaluate, and solve problems;
- Express ideas effectively orally and in writing;
- Apply appropriate technology to contemporary business problems;
- Be prepared to function effectively in a culturally and demographically diverse environment;
- Respond to the needs of the global business community;
- Utilize and value a liberal arts education in one's personal and professional life.

## **GENERAL BUSINESS ADMINISTRATION**

### **Requirements**

BADM	100	Explorations in Business	3 cr
BADM	206	Math Methods of Business & Economics	3 cr
BADM	210	Information Technology for Business	3 cr
BADM	224	Financial Accounting	3 cr
BADM	225	Managerial Accounting	3 cr
BADM	242	Legal & Social Environ of Business	3 cr
OR BADM201		Business Law I	
BADM	260	Management	3 cr
BADM	270	Marketing	3 cr
BADM	340	Financial Management	3 cr
BADM	510	Seminar in Business Policy	3 cr
ECON	141	Macroeconomics	3 cr
ECON	142	Microeconomics	3 cr

ECON	216	Statistics for Economics and Business	3 cr
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**Required Support Courses**

ENGL	303	Writing Prose	3 cr
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OR ENGL	305	Magazine Writing and Editing	
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OR ENGL	306	Business Writing and Presentation	
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**Business Administration Courses** **12 cr**

Students, with their advisors, will select four upper-level courses from any 300 or higher level BADM/ECON courses for which the prerequisites have been met (see course listings). One of these four courses may be chosen from a departmental approved list of non-business administration/economics courses.

**TOTAL BUSINESS ADMINISTRATION MAJOR REQUIREMENTS**

**54 cr**

**CONCENTRATION IN ACCOUNTING**

**Requirements**

BADM	100	Explorations in Business	3 cr
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BADM	206	Math Methods of Business & Economics	3 cr
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BADM	210	Information Technology for Business	3 cr
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BADM	224	Financial Accounting	3 cr
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BADM	225	Managerial Accounting	3 cr
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BADM	242	Legal & Social Environ of Business	3 cr
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OR BADM	201	Business Law I (Recommended)	
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BADM	260	Management	3 cr
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BADM	270	Marketing	3 cr
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BADM	340	Financial Management	3 cr
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BADM	510	Seminar in Business Policy	3 cr
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ECON	141	Macroeconomics	3 cr
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ECON	142	Microeconomics	3 cr
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ECON	216	Statistics for Economics and Business	3 cr
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## ACCOUNTING

### Requirements

BADM	320	Accounting Systems	3 cr
BADM	321	Financial Reporting I	3 cr
BADM	322	Financial Reporting II	3 cr
BADM	330	Cost Accounting	3 cr
BADM	335	Federal Taxation - Individuals	3 cr

Select two of the following\*: 6 cr

BADM	421	Advanced Financial Reporting	
BADM	423	Auditing	
BADM	435	Federal Taxation - Entities	
BADM	550	Accounting Internship	

\* Note: Student career goals in accounting (e.g., CPA licensure) will determine the most appropriate courses to take in this category. Students should discuss these options with their faculty advisor.

### Required Support Courses

ENGL	303	Writing Prose	3 cr
OR ENGL	305	Magazine Writing and Editing	
OR ENGL	306	Business Writing and Presentation	

**TOTAL ACCOUNTING CONCENTRATION REQUIREMENTS 63 cr**

## CONCENTRATION IN EVENT & SPORT MANAGEMENT

### Requirements

BADM	100	Explorations in Business	3 cr
BADM	206	Math Methods of Business & Economics	3 cr
BADM	210	Information Technology for Business	3 cr
BADM	224	Financial Accounting	3 cr

BADM	225	Managerial Accounting	3 cr
BADM	242	Legal & Social Environment of Business	3 cr
OR BADM	201	Business Law I	
BADM	260	Management	3 cr
BADM	270	Marketing	3 cr
BADM	340	Financial Management	3 cr
BADM	510	Seminar in Business Policy	3 cr
ECON	141	Macroeconomics	3 cr
ECON	142	Microeconomics	3 cr
ECON	216	Statistics for Economics and Business	3 cr

### **Required Support Courses**

ENGL	303	Writing Prose	3 cr
OR ENGL	305	Magazine Writing & Editing	
OR ENGL	306	Business Writing & Presentation	

### **EVENT MANAGEMENT TRACK**

#### **Requirements**

BADM	240	Issues in Event & Sport Management	3 cr
BADM	387	Service & Event Marketing	3 cr
BADM	475	Seminar in Sport & Event Management	3 cr
ECON	377	Economics of Culture & Tourism	3 cr

**Select two of the following:** 6 cr

BADM	366	Team Facilitation	
BADM	384	Marketing Communications	
ENGL	318	Popular Arts as Business	

### **SPORT MANAGEMENT TRACK**

#### **Requirements**

BADM	240	Issues in Event & Sport Management	3 cr
BADM	345	Sport Finance & Economics	3 cr
BADM	386	Sport Marketing	3 cr
BADM	475	Seminar in Sport & Event Management	3 cr

**Select two of the following:** 6 cr

BADM	366	Team Facilitation	
BADM	384	Marketing Communications	
ENGL	378	Sports Literature	
PHED	395	Special Topics in Phys. Ed.: Athletic Team & Facilities Management	
PSYC	376	Sport Psychology	
SOCI	316	Sociology of Sports	

**TOTAL EVENT & SPORT MANAGEMENT CONCENTRATION REQUIREMENTS** 60 cr

### CONCENTRATION IN INTERNATIONAL BUSINESS

#### Requirements

BADM	100	Explorations in Business	3 cr
BADM	206	Math Methods of Business & Economics	3 cr
BADM	210	Information Technology for Business	3 cr
BADM	224	Financial Accounting	3 cr
BADM	225	Managerial Accounting	3 cr
BADM	242	Legal & Social Environ of Business	3 cr
OR BADM201		Business Law I	
BADM	260	Management	3 cr
BADM	270	Marketing	3 cr
BADM	340	Financial Management	3 cr
BADM	350	Global Business & Economic Issues	3 cr
BADM	385	Global Marketing	3 cr
BADM	510	Seminar in Business Policy	3 cr
ECON	141	Macroeconomics	3 cr
ECON	142	Microeconomics	3 cr
ECON	216	Statistics for Economics & Business	3 cr
ECON	340	Money, Banking & Global Financial Markets	3 cr
ENGL	400	Intercultural Communication	3 cr

**Choose two of the following:** 6 cr

HIST 401 Asia and the West

TRVL 300 Multinational Corp & Cultural Tour China

OR six credits drawn from appropriate History, Political Science, Anthropology, Travel and/or Study Abroad courses. Students should discuss these options with their faculty advisor.

### **Required Support Courses**

ENGL 303 Writing Prose 3 cr

OR ENGL 305 Magazine Writing and Editing

OR ENGL 306 Business Writing and Presentation

## **TOTAL INTERNATIONAL BUSINESS CONCENTRATION REQUIREMENTS**

**60 cr**

### **CONCENTRATION IN MANAGEMENT**

#### **Requirements**

BADM 100 Explorations in Business 3 cr

BADM 206 Math Methods of Business & Economics 3 cr

BADM 210 Information Technology for Business 3 cr

BADM 224 Financial Accounting 3 cr

BADM 225 Managerial Accounting 3 cr

BADM 242 Legal & Social Environ of Business 3 cr

OR BADM 201 Business Law I

BADM 260 Management 3 cr

BADM 270 Marketing 3 cr

BADM 340 Financial Management 3 cr

BADM 510 Seminar in Business Policy 3 cr

ECON 141 Macroeconomics 3 cr

ECON 142 Microeconomics 3 cr

ECON 216 Statistics for Economics & Business 3 cr

**Select three from the following:** 9 cr

- BADM 361 Organizational Behavior
- BADM 362 Human Resource Management
- BADM 363 Operations Management
- ECON 343 Managerial Economics

**Select one of the following:** 3 cr

- BADM 365 Labor & Labor Law
- BADM 366 Team Facilitation
- BADM 367 Small Business Entrepreneurship
- BADM 405 Contemporary Business & Organizational Issues or any unselected course from BADM 361, BADM 362, BADM 363, or ECON 343.

Choose any two departmental electives (BADM or ECON prefix), 300 level or higher, which may include any unselected courses from the management concentration. 6 cr

**Required Support Courses**

- ENGL 303 Writing Prose 3 cr
- OR ENGL 305 Magazine Writing and Editing
- OR ENGL 306 Business Writing and Presentation

**TOTAL MANAGEMENT CONCENTRATION REQUIREMENTS 60 cr**

**ARTS MANAGEMENT PROGRAM**

The Department of Business Administration and Economics offers courses as part of the Arts Management degree program within the Department of Fine and Performing Arts. The Arts Management program is an integrative program including coursework from the Departments of Business



Administration, English/ Communication, and Fine and Performing Arts. Please refer to the Arts Management section of this catalog for more information.

## CONCENTRATION IN MARKETING

### Requirements

BADM	100	Explorations in Business	3 cr
BADM	206	Math Methods of Business & Economics	3 cr
BADM	210	Information Technology for Business	3 cr
BADM	224	Financial Accounting	3 cr
BADM	225	Managerial Accounting	3 cr
BADM	242	Legal & Social Environ of Business	3 cr
OR BADM	201	Business Law I	
BADM	260	Management	3 cr
BADM	270	Marketing	3 cr
BADM	340	Financial Management	3 cr
BADM	510	Seminar in Business Policy	3 cr
ECON	141	Macroeconomics	3 cr
ECON	142	Microeconomics	3 cr
ECON	216	Statistics for Economics & Business	3 cr
Select three from the following:			9 cr
BADM	380	Strategic Marketing	
BADM	381	Consumer Behavior	
BADM	382	Marketing Research	
BADM	384	Marketing Communications	
Select one of the following:			3 cr
BADM	385	Global Marketing	
BADM	386	Sport Marketing	
BADM	387	Service & Event Marketing	

OR any unselected course from BADM 380, BADM 381, BADM 382, or BADM 384.

Choose any two departmental electives (BADM or ECON prefix), 300 level or higher, which may include any unselected courses from the marketing concentration. 6 cr

### **Required Support Courses**

ENGL	303	Writing Prose	3 cr
OR ENGL	305	Magazine Writing and Editing	
OR ENGL	306	Business Writing and Presentation	

### **TOTAL MARKETING CONCENTRATION REQUIREMENTS**

**60 cr**

### **BUSINESS ADMINISTRATION MINOR PROGRAM**

This minor program provides non-majors with a basic understanding of the structure and function of businesses and organizations - management of human, financial and physical resources; marketing of products and services; and the role of businesses and organizations in the national and global economy.

### **BUSINESS ADMINISTRATION MINOR**

#### **Requirements**

BADM	100	Explorations in Business	3 cr
OR ECON	141	Macroeconomics	
BADM	224	Financial Accounting	3 cr
BADM	260	Management	3 cr
BADM	270	Marketing	3 cr

Two electives selected from any 300 level or higher department offering for which prerequisites have been met.

6 cr

## **TOTAL BUSINESS ADMINISTRATION MINOR REQUIREMENTS**

**18 cr**

### **ECONOMICS MINOR PROGRAM**

The economics minor introduces students to theories of economics and demonstrates how these and associated analytical and quantitative methods apply to consumer choice, resource allocation by the organization and fiscal and monetary policies of government.

### **ECONOMICS MINOR**

#### **Requirements**

ECON	141	Macroeconomics	3 cr
ECON	142	Microeconomics	3 cr
ECON	216	Statistics for Economics & Business	3 cr

Three economics elective courses, two of which must be at the 300 level or higher

9 cr

## **TOTAL ECONOMICS MINOR REQUIREMENTS**

**18 cr**

### **MARKETING MINOR PROGRAM**

The marketing minor is an excellent program for students in any major, as almost everyone will promote something in their lifetime - a product, a service, a cause, an idea or themselves! It's especially appropriate for students majoring in Arts Management, Corporate Communications, Environmental Studies, or Public Relations. This program provides the fundamental

principles and concepts of marketing as well as courses in understanding consumer behavior and marketing in various environments.

## **MARKETING MINOR**

### **Requirements**

BADM	100	Explorations in Business	3 cr
BADM	270	Marketing	3 cr
BADM	381	Consumer Behavior	3 cr
ECON	142	Microeconomics	3 cr

Three courses chosen from the below list: 9 cr

BADM	380	Strategic Marketing	
BADM	382	Marketing Research (has additional prerequisites)	
BADM	384	Marketing Communications	
BADM	385	Global Marketing	
BADM	386	Sport Marketing (has additional prerequisites)	
BADM	387	Service & Event Marketing	

**TOTAL MARKETING MINOR REQUIREMENTS 21 cr**

## **COURSE DESCRIPTIONS**

**BADM 100 Explorations in Business 3 cr**

Introduces students to the basic functions of business and management through examination of contemporary issues in businesses and organizations. Topics include management of human and financial resources, production and marketing of goods and services, and legal and ethical issues in decision-making. Provides students with basic competencies in business communications and research methods, and illustrates both successful/unsuccessful decision-making. Course attributes: CSS.





**BADM 260      Management****3 cr**

Explores the historical development and concepts of modern management theory. Blends behavioral theories of management and social responsibility and presents applications in a variety of organizational settings. Examines the role of managers in today's organization and in society and studies the complex multicultural, global organization of today. Course attributes: LDRS.

**Prerequisite:** Sophomore status

**BADM 270      Marketing****3 cr**

Examines the role of marketing in today's organizations and in society and studies the complex multicultural, global organization of today. Examines basic theory and terminology with emphasis on the major marketing components: product, price, promotion and distribution. Uses multiple research sources, including the Internet, to explore the marketing practices of today's organizations and learn real world applications of marketing theory.

**Prerequisite:** Sophomore status

**BADM 290      Sophomore Special Topics****3 cr**

Introduces students to various topics of emerging importance in the fields of marketing, management, finance, accounting, and e-commerce. Examines current issues in one or more of these areas.

**Prerequisite:** Sophomore status

**BADM 300      Personal Investing****3 cr**

Provides an introductory but comprehensive study of the major aspects of personal investing. Topics covered include investment goals and strategies, risk/return assessment, individual stock investing - fundamental and technical analysis, bonds, stock mutual funds (various types/objectives), global investing, money market mutual funds, the New York Stock Exchange/financial markets and institutions, accessing investment



















**Prerequisite:** BADM 240 and either a) BADM 387 & ECON 377 or b) BADM 345 & BADM 386

**BADM 490 Special Topics in Business Administration 3 cr**

Studies a specific topic in accounting, marketing, management, finance, or policy for the purpose of encouraging advanced work and research in a field of interest. Content will be identified by subtitle.

**Prerequisite:** Junior status

**BADM 500 Independent Study in Business 1 to 3 cr**

Open to juniors and seniors who wish to study a topic in depth. Final reports and frequent conferences with the advisor are required. Enrollment requires individual application and department approval.

**Prerequisite:** Junior status

**BADM 510 Seminar in Business Policy 3 cr**

Examines, as a capstone course, a range of topics of current importance in all functional areas of business. All departmental foundation courses must be completed before enrolling in this course.

**Prerequisite:** Senior status, BADM 340

**BADM 540 Internship in Business 1 to 15 cr**

Offers eligible students the opportunity for enhanced educational opportunities by providing actual field experience in public or private organizations that relate to their academic and professional interests. Enrollment requires individual application with faculty sponsorship and department approval. Students must have completed 24 BADM/ECON credits and 12 credits at MCLA prior to application. (3 credits may be applied to the 12 upper-level credits required in the general program.)

**Prerequisite:** Junior status, 2.5 GPA









**ECON 500      Independent Study in Economics                      1 to 3 cr**

Open to juniors and seniors who wish to study a topic in depth. Final reports and frequent conferences with advisor are required. Enrollment requires individual application and department approval.

**Prerequisite:** Junior status