

Chairperson: Nancy L. Ovitsky, Ph.D.
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BUSINESS ADMINISTRATION AND ECONOMICS

PROGRAMS AVAILABLE
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
GENERAL BUSINESS ADMINISTRATION
ACCOUNTING CONCENTRATION
BUSINESS INFORMATION SYSTEMS CONCENTRATION
EVENT & SPORT MANAGEMENT CONCENTRATION
MANAGEMENT CONCENTRATION
MARKETING CONCENTRATION
BUSINESS ADMINISTRATION MINOR
ECONOMICS MINOR
TEACHING LICENSURE

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 appropriate 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:

- C understand and apply professionally marketable knowledge;
- C think creatively and critically;
- C define, analyze, evaluate, and solve problems;
- C express their ideas effectively both orally and in writing;
- C apply current information technology tools to business problems;
- C be prepared to function effectively in a culturally and demographically diverse environment;
- C relate to the needs of the global business community;
- C utilize and value a liberal arts education in their personal and professional lives.

GENERAL BUSINESS ADMINISTRATION

Requirements

BADM 100	Explorations in Business	3 cr
ECON 141	Macroeconomics	3 cr
ECON 142	Microeconomics	3 cr
BADM 206	Math Methods of Business & Econ.	3 cr
ECON 216	Statistics for Economics and Business	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

Required Support Courses

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

Business Administration Courses

12

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

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CONCENTRATION IN ACCOUNTING

Requirements

BADM 100	Explorations in Business	3 cr
ECON 141	Macroeconomics	3 cr
ECON 142	Microeconomics	3 cr
BADM 206	Math Methods of Business & Econ.	3 cr
ECON 216	Statistics for Economics and Business	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 (Recommended)	
BADM 260	Management	3 cr
BADM 270	Marketing	3 cr
BADM 340	Financial Management	3 cr
BADM 510	Seminar in Business Policy	3 cr

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:

BADM 421	Advanced Financial Reporting	6 cr
BADM 423	Auditing	
BADM 435	Federal Taxation - Entities	
BADM 550	Accounting Internship	

Required Support Courses

ENGL 303	Writing Prose	<u>3 cr</u>
or ENGL 305	Magazine Writing and Editing	
or ENGL 306	Business Writing and Presentation	

**TOTAL ACCOUNTING
CONCENTRATION REQUIREMENTS** **63**

CONCENTRATION IN BUSINESS INFORMATION SYSTEMS

Requirements

BADM 100	Explorations in Business	3 cr
BADM 206	Math Methods in Business	3 cr
or MATH 250	Discrete Mathematics	
ECON 216	Statistics for Economics & Business	3 cr
or MATH 232	Introduction to Statistics	
BADM 210	Information Technology for Business	3 cr
BADM 225	Managerial Accounting	3 cr
or BADM 224	Financial Accounting	
BADM 260	Management	3 cr
BADM 270	Marketing	3 cr

Two upper-level BADM/ECON courses 6 cr

CSCI 153	Introduction to Programming I (VB)	3 cr
CSCI 162	Business Information Systems	3 cr
CSCI 252	Systems Development	3 cr
CSCI 253	Introduction to Programming II (VB)	3 cr
CSCI 335	Web Page Development I	3 cr
CSCI 342	Database Development I	3 cr
CSCI 343	Database Development II	3 cr
or CSCI 336	Web Page Development II	
or CSCI 402	Network Administration	
CSCI 447	Topics in Computing	<u>3 cr</u>

**TOTAL BUSINESS INFORMATION
SYSTEMS
CONCENTRATION REQUIREMENTS** **51**

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CONCENTRATION IN EVENT & SPORT MANAGEMENT

BADM 100	Explorations in Business	3 cr
ECON 141	Macroeconomics	3 cr
ECON 142	Microeconomics	3 cr
BADM 206	Math Methods of Business & Econ.	3 cr
ECON 216	Statistics for Economics and Business	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

Required Support Courses

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

Event Management Track

Requirements

BADM 240	Issues in Event & Sport Management	3 cr
BADM 387	Service and Event Marketing	3 cr
ECON 377	Economics of Culture & Tourism	3 cr
BADM 475	Seminar in Sport & Event Mngmt	3 cr
Select two of the following:		6 cr
BADM 366	Team Facilitation	
BADM 384	Marketing Communications	
ENGL 318	Popular Arts as Business	
GEOG 320	Tourism Planning & Development	

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 Mngmt	3 cr
Select two of the following:		6 cr
BADM 366	Team Facilitation	
BADM 384	Marketing Communications	
ENGL 378	Sports Literature	
PSYC 495	Special Topics in Psyc: Sport Psychology	
PHED 395	Special Topics in Phys. Ed.: Athletic Team & Facilities Management	
SOCI 316	Sociology of Sports	

TOTAL EVENT & SPORT MANAGEMENT CONCENTRATION REQUIREMENTS

60

CONCENTRATION IN MANAGEMENT

Requirements

BADM 100	Explorations in Business	3 cr
ECON 141	Macroeconomics	3 cr
ECON 142	Microeconomics	3 cr
BADM 206	Math Methods of Business & Econ.	3 cr
ECON 216	Statistics for Economics and Business	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

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	Contemp. Business & Organizational Issues
or any unselected course listed above	
(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 course listed above. 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

ARTS MANAGEMENT PROGRAM

The Department of Business Administration and Economics offers courses as part of a new 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.

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CONCENTRATION IN MARKETING

Requirements

BADM 100	Explorations in Business	3 cr
ECON 141	Macroeconomics	3 cr
ECON 142	Microeconomics	3 cr
BADM 206	Math Methods of Business & Econ.	3 cr
ECON 216	Statistics for Economics and Business	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

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 listed above	
(BADM 380, BADM 381, BADM 382, or BADM 384)	

Select any two departmental electives
(BADM or ECON prefix), 300 level or higher,
which may include any unselected courses listed above 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**

BUSINESS ADMINISTRATION MINOR PROGRAM

This minor program provides nonmajors 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**

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 and 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

TEACHING LICENSURE

Students majoring in business administration may opt to pursue initial teacher licensure as a high school teacher of business. Students seeking this license must complete a business administration major, education major, and a licensure program in education. For more information contact the Education Department.

COURSE LISTINGS

BADM 100 Explorations in Business

3 cr

Introduces students to the basic functions of business and management through examination of contemporary issues in business 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.

Prerequisite: Open to all students except junior/senior business administration majors

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BADM 201 Business Law I

3 cr

Develops an in-depth understanding of the American Law Institute's Second Restatement of Contracts and the Second Restatement of Agency and relevant provisions of the Uniform Commercial Code.

Prerequisite: Sophomore Status (permission of instructor for nontraditional freshmen)

BADM 206 Mathematics Methods for Business & Economics

3 cr

Studies the fundamental methods of mathematics applied in Business, Economics, and Finance. Familiarizes students with basic Business & Economics principles of optimization and marginal analysis. Topics include linear, polynomial, exponential, and logarithmic functions, graphs, limits, and basic concepts of differentiation and applications of derivative.

Prerequisite: Core math competency

BADM 210 Information Technology for Business

3 cr

Explores the application of technology to business communications and decision-making. Students will utilize word processing, spreadsheets, databases, statistical analysis software, Internet tools, graphics and presentation software to find, retrieve, organize, and present business information. Emphasizes the importance of technology (including ethics and etiquette) in facilitating efficient business communication.

Prerequisite: CCCL100 or demonstrated competency

BADM 224 Financial Accounting

3 cr

Introduces basic principles and methods used to develop financial statements. Introduces ethical issues in accounting. The course focuses on the key concepts involved in understanding how business events affect the financial statements, without going into double-entry recordkeeping. Spreadsheet and word processing software are used in the analysis of financial information.

Prerequisite: CCCL 100 or equivalent

BADM 225 Managerial Accounting

3 cr

Introduces basic cost principles and methods used to determine, plan, and control costs. The course focuses on developing and using relevant managerial accounting information to make business decisions. Spreadsheet and word-processing software are used in the analysis of managerial accounting information.

Prerequisite: CCCL 100 or equivalent

BADM 240 Issues in Event and Sport Management

3 cr

Provides students with an overview of the basic issues in managing events in business, cultural and tourist venues, and sport and fitness industries. Covers all aspects of event management, including feasibility studies, operational planning and marketing evaluation. Industries examined include professional, collegiate and amateur levels of sport organizations; cultural and tourism venues, as well as all business organizations planning conferences, trade shows, and other events.

Prerequisite: None

BADM 242 The Legal and Social Environment of Business

3 cr

Introduces government regulation of individuals and businesses. The Constitution, statutes, and adjudicated cases will be used extensively to illustrate the history, philosophy, structure, processes, and controls of state and federal regulatory systems over economic, social, and individual activities.

Prerequisite: Sophomore Status

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 organizations and in society and studies the complex multicultural, global organization of today.

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

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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 or permission of instructor

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 information and analysis on the Internet, on-line investing. No prior business courses are required or necessary.

Prerequisite: Junior status or permission of instructor

BADM 303 Business Law II

3 cr

Continues the study of business law focusing on sales transactions and their connection with the Uniform Commercial Code. Legal aspects of secured transactions, commercial paper, bailments, and carriers are also studied.

Prerequisite: BADM 201

BADM 320 Accounting Systems

3 cr

Studies how accounting information is recorded and summarized using double-entry recordkeeping, first manually and then using a commercial accounting software package. Students will be introduced to the design, operation, and management of computerized accounting information systems and will develop an understanding of how accounting systems serve the other management informational needs of a business.

Prerequisite: BADM 224

BADM 321 Financial Reporting I

3 cr

Studies the measurement and disclosure issues in accounting for assets in accordance with generally accepted accounting principles (GAAP). Studies the theoretical, practical, and ethical issues involving alternative GAAP. Students use general ledger software in the analysis of accounting information and preparation of financial statements.

Prerequisite: BADM 320

BADM 322 Financial Reporting II

3 cr

Continues the study of measurement and disclosure issues in accounting for liabilities and equity in accordance with GAAP. Further studies the theoretical, practical, and ethical issues involving alternative GAAP as well as the income statement and the statement of cash flows. Students use computer software in the analysis/presentation of financial reporting issues.

Prerequisite: BADM 321

BADM 330 Cost Accounting

3 cr

Focuses on the development of the cost information needed by managers to plan and control in manufacturing, merchandising, and service enterprises. Topics build on material introduced in managerial accounting and include: job and process costing, standard costing, cost allocations, inventory management, transfer pricing, and performance measurement. Spreadsheet and general ledger software will be used in the analysis of cost accounting information.

Prerequisite: BADM 225

BADM 335 Federal Taxation - Individuals

3 cr

Studies federal income tax laws for individuals, with a broad overview of Massachusetts income tax laws for individuals. Students use commercial tax preparation software to enhance their ability to interpret and apply income tax law as it applied to individuals.

Prerequisite: BADM 224

BADM 340 Financial Management

3 cr

Studies the acquisition and administration of funds in today's corporation. Topics include shareholder wealth maximization concepts, the globalization of financial markets, working capital, risk/return, alternative forms of short- and long-term funds, financial statements analysis, mergers, and acquisitions.

Prerequisite: BADM 224, ECON 141, and junior status

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BADM 345 Sport Finance and Economics

3 cr

Examines the theoretical and practical implications of economics and finance in sports. Basic theories in finance and economics are applied to managerial control of sport organizations. Includes financial analysis, feasibility studies, and economic impact studies of sport teams and venues. Examines microeconomic decisions made by sport consumers, players and managers, owners, and venue governing bodies.

Prerequisite: BADM 240; ECON 142

BADM 350 Business and Economic Issues in Massachusetts

3 cr

Exposes the student to a variety of perspectives on current business and economic issues facing businesses and organizations in the Commonwealth of Massachusetts. Provides interactive participation of students and faculty from several Commonwealth campuses. Students utilize business and economic theory to analyze and address critical issues facing Massachusetts. Emphasizes ethical issues and international considerations as well. Students work on inter-campus project teams via the course website to produce multimedia analytical reports.

Prerequisite: Junior status, department approval

BADM 361 Organizational Behavior

3 cr

Explores the study of group behavior in various organizational settings through the study of organizational theories of structure, culture motivation, communication, and group dynamics. Cases and/or group activities are used to illustrate the application of theory to actual organizational scenarios.

Prerequisite: Junior status

BADM 362 Human Resource Management

3 cr

Examines and analyzes personnel functions of staffing, developing, compensating, and motivating. Specific techniques within each function are explored in detail. Emphasizes the legal environment in which the human resource manager operates.

Prerequisite: BADM 260

BADM 363 Operations Management

3 cr

Examines today's organizations to gain an understanding of planning, organizing, and controlling production facilities in manufacturing and service industries.

Prerequisite: ECON 216, BADM 260

BADM 365 Labor and Labor Law

3 cr

Provides an understanding of labor laws and their evolution, unions and their operations, and the nature of the union-management relationship. Utilizes case decisions to illustrate the collective bargaining process.

Prerequisite: Completion of CCHH Tier II or completion of Code 51

BADM 366 Team Facilitation

3 cr

Develops an understanding of the processes and techniques of team-building and the interpersonal skills needed to become an effective facilitator. Students will engage in self-analysis that identifies their personal skills/abilities and their areas of strength/weakness. Students will be assigned to teams and operate as both a member/facilitator during the semester. They will learn how to deal with dysfunctional team members while developing interpersonal skills, enabling them to identify problems and work toward solutions.

Prerequisite: Junior status

BADM 367 Small Business Entrepreneurship

3 cr

Introduces students to various types of small businesses through discussion, debate, and demonstrations. Provides them with knowledge and skills necessary to prepare a viable business plan. Students will be expected to develop and complete a business plan.

Prerequisite: Junior status

BADM 380 Strategic Marketing

3 cr

Provides an understanding of how to manage the firm's marketing program. Marketing communications, strategy, product policy, and overall marketing effectiveness are explored. Appropriate application of the marketing mix is covered through practical business applications.

Prerequisite: BADM 270

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BADM 381 Consumer Behavior

3 cr

Provides an overview of the internal and external influences affecting the buying decision. Sociological, psychological, and economic factors are emphasized. Analyzes consumer and business decision-making.

Prerequisite: BADM 270

BADM 382 Marketing Research

3 cr

Examines the uses and limitations of marketing research information in strategic decision-making. Follows the marketing research process from problem definition through statistical analysis of data.

Prerequisite: BADM 270, ECON 216

BADM 384 Marketing Communications

3 cr

Approaches the subject from an integrated marketing communications perspective. Examines advertising, publicity, sales promotions, personal selling, and the use of the Internet. Positioning, creativity, media planning, and overall marketing effectiveness are determinants of success that will help students visualize, create, and communicate a complete project.

Prerequisite: BADM 270

BADM 385 Global Marketing

3 cr

Examines the management of global marketing operations, emphasizing decision-making and policy formulation. Analyzes the unique social, legal, and political considerations associated with marketing in different cultures.

Prerequisite: BADM 270

BADM 386 Sport Marketing

3 cr

Examines the socio/cultural and economic impact that sport marketing has on society, including race and gender issues. Also examines various promotional activities in sport marketing - media relations, publicity, and public relations; image advertising; and sponsorships. Examines principles of organizing and promoting sport events and activities.

Prerequisite: BADM 240, BADM 270

BADM 387 Service & Event Marketing

3 cr

Provides students with an in-depth analysis of the marketing functions in the service industries. Explores marketing of goods and services at the wholesale and retail level, direct sales marketing, marketing of business and personal services, marketing of cultural, tourist, sporting and business events, non-profit marketing such as the arts and social services, and the expanding role of marketing on the Internet.

Prerequisite: BADM 270

BADM 390 Diversity Issues

3 cr

Examines the roles of women and minorities from the 1600s to the present day to gain an understanding of why and how those roles have evolved. Integrates the changes in social, political, and economic conditions and value systems as they affect the ability of women and minorities to effectively function in social and work environments.

Prerequisite: Junior status

BADM 405 Contemporary Business and Organizational Issues

3 cr

Provides an overview of current issues relating to management and marketing areas in a variety of organizational settings. Emphasizes operating, strategic, and ethical considerations in decision-making within today's dynamic environment.

Prerequisite: BADM 260, BADM 270

BADM 420 Business Resource Center

3 cr

Offers students an opportunity to provide consulting services to area firms.

Prerequisite: Junior/senior status, 2.5 GPA, completion of 24 BADM/ECON credits (or within major if non-BADM/ECON), completion of 12 credits at MCLA

BADM 421 Advanced Financial Reporting

3 cr

Explores the theoretical and practical issues involved in accounting for business combinations, multinational transactions, partnerships, governmental units, and not-for-profit organizations. Students use computer software in the analysis/presentation of cases.

Prerequisite: BADM 322

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- BADM 423 Auditing** **3 cr**
Examines the professional standards and ethics of auditing. Explores the theoretical foundation of standards. Considers how field work, sampling, computers, and management characteristics impact audit risk assessment. The moral and ethical responsibilities of the profession permeate the course. Students use computer software in the analysis and solution of cases/audit project.
Prerequisite: BADM 322
- BADM 435 Federal Taxation - Entities** **3 cr**
Studies federal income tax laws for C corporations, S corporations, partnerships, trusts, and estates and more complex personal income taxes. Students will prepare entity tax returns, perform basic tax planning, and research publicly available federal tax information from the Internet.
Prerequisite: BADM 322 & BADM 335
- BADM 441 Managerial Finance** **3 cr**
Examines the relationships among risk, return, and value in a financial context as tools for the analysis of capital structure and budgeting decisions, and the evaluation of leasing proposals. Covers the basic theoretical financial models in detail.
Prerequisite: BADM 321, BADM 340, ECON 216
- BADM 475 Seminar in Event & Sport Management** **3 cr**
Examines existing policies and development of suggested policies for the management of events and sport organizations. Uses case studies and current issues in event and sport management to develop critical decision-making capabilities. Serves as a capstone course for the concentration, integrating knowledge from the major, concentration, and other undergraduate experiences and its application to those current issues.
Prerequisite: Completion of required EV or SP Concentration courses
- 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/senior status and department approval
- BADM 500 Independent Study** **1-3 cr**
Open to juniors and seniors who wish to study a topic in depth. Final reports and frequent conferences with the advisor are required.
Prerequisite: Junior/senior status, and department approval
- 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.
Prerequisite: Senior status, completion of all departmental foundation courses.
- BADM 540 Internship** **3-15 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. During the assignment, the student will complete an individualized learning contract sponsored and approved by a faculty member from the department. (3 credits may be applied to the 12 upper-level credits required by the major.)
Prerequisite: Junior/senior status, 2.5 GPA, completion of 24 BADM/ECON credits, 12 credits completed at MCLA, department approval
- BADM 550 Accounting Internship** **3 cr**
Offers eligible students the opportunity for enhanced educational opportunities by providing actual field experience in public or private accounting that relate to their accounting interests. During the assignment, the student will complete an individualized learning contract sponsored and approved by a faculty member from the department.
Prerequisite: BADM 322, Junior/senior status, 2.5 GPA, completion of 24 BADM/ECON credits, 12 credits completed at MCLA, department approval
- ECON 141 Macroeconomics** **3 cr**
Examines the organization of American economic systems, with comparisons to those of other countries. Emphasis is on the problems of unemployment, inflation, budget deficits, and the possible fiscal and monetary policies used to correct them. The course studies such aggregate economic variables as consumption, investment, government expenditures, and taxes.
Prerequisite: None

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ECON 142 Microeconomics

3 cr

Deals with individual economic units, consumers, and firms. Topic areas which are covered extensively are demand, elasticity, and cost theories. The theory of wages and its application to labor markets are also discussed. An analytical study of market structure - perfect competition, monopolistic competition, oligopoly, and monopoly - is emphasized.

Prerequisite: None

ECON 216 Statistics for Economics and Business

3 cr

Introduces descriptive statistics, including graphical and numerical presentation of data. Uses probability distribution as an aid to analyze business and economic problems; application of regression models and hypothesis testing in the decision-making process. Use of computers in solving problems is emphasized.

Prerequisite: BADM 206

ECON 290 Sophomore Special Topics

3 cr

Introduces students to various topics of emerging importance in economics. Examines one or more current issues in depth.

Prerequisite: Sophomore status or permission of instructor

ECON 315 Environmental Economics (Also listed as ENVI 315)

3 cr

Introduces students to the economic analysis of the conflict between our lifestyle of unlimited wants and the scarce resources of our biological environment. Examines economic theory and applications to explain the dynamics of conflict. Uses an economic approach to solving environmental problems; students will research, analyze, and report on environmental public policy issues.

Prerequisite: ECON 141 or ENVI 101& Jr. Status

ECON 340 Money, Banking, and Global Financial Markets

3 cr

Investigates the financial systems of the US, European Union, and emerging economies. Emphasizes how economic institutions reflect the diversity of world cultures, including major financial institutions, monetary theory, interest rates, and the structure and role of the Federal Reserve. Issues include economic, social, political, and cultural integration of industrialized vs. Third World countries.

Prerequisite: CCSS Tier II/or completion of Code 32

ECON 343 Managerial Economics

3 cr

Studies the application of economic theory to decision-making problems in the private and public sectors, including both explicit and implicit constraints imposed by the environment on the decision-maker. Systematic development of the theory of the interaction of consumers, firms, and industries; a study of market structure, conduct, and performance; and capital budgeting.

Prerequisite: ECON 142

ECON 348 Contemporary Economic Issues

3 cr

Studies contemporary economic problems: employment, inflation, economics of pollution, income distribution, international debt crisis, the value of the dollar, balance of payments, and the federal budget.

Prerequisite: ECON 141

ECON 377 Economics of Culture and Tourism

3 cr

Considers the economic aspects of cultural and other events and activities on local communities and geographic regions, especially as they impact tourism and quality of life. Looks at how cultural goods are valued in both economic and cultural terms. Examines the role of culture and tourism in regional economic development. Analyzes current public policy toward cultural venues at federal, state, and local levels in the United States and abroad.

Prerequisite: Junior status and department approval

ECON 490 Special Topics in Economics

3 cr

Studies a specific topic in economics for the purpose of encouraging advanced work and research in a field of interest. Content will be identified by subtitle.

Prerequisite: Junior/senior status and department approval

ECON 500 Independent Study

1-3 cr

Open to juniors and seniors who wish to study a topic in depth. Final reports and frequent conferences with the advisor are required.

Prerequisite: Junior/senior status, and department approval