

# Department of Business Management and Administration

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**FACULTY** Professors Buchko, Fink, Fry, Goitein, Perry, Stoner, Weinzimmer; Associate Professors Brown, McGowan (chair), Schmidt, Stephens; Assistant Professors Blair, Marcum, West, Wheeler, Wilcox; Temporary Instructor Pape.

The Department of Business Management and Administration curricula provide students with the educational experiences of reasoning, problem solving, and decision making so that they, through balanced programs, will be qualified to accept responsible positions in business and the public sector.

Specific departmental objectives include the following: (1) To give students the historical perspective necessary to understand the evolution of business in a global, social, political, economic, and technological environment; (2) To excite students about new ideas and knowledge; (3) To help students develop understanding and skill in the practice of management; (4) To provide students with a basic understanding of management, information technology, operations management, the legal environment of business, and strategic management; (5) To develop well-informed individuals who understand their ethical and social responsibilities in business situations; (6) To enable students to understand the operation of our business and economic systems; (7) To develop the ability to think clearly, analyze carefully, and express thoughts and conclusions logically; and (8) To help students develop competence in a major field of study.

Students enrolling in the Department of Business Management and Administration must select and complete the requirements for one of the following majors: (1) entrepreneurship, (2) management and administration or (3) management information services. Students majoring in management and administration may elect a concentration in human resource management or legal studies in business.

## Entrepreneurship Major

The entrepreneurship major prepares students to own, manage, or work successfully in small and emerging businesses or to enhance their value in large organizations. Students learn how to research new product or service ideas, determine their feasibility, and develop business plans necessary to launch a business, a new product, or a new service. They develop the skills to operate a business once it is started, grow the business, and eventually sell it or pass it on to next generation. The major helps students understand the functional areas of business and apply the theory to the unique

situations found in small or growing ventures. Students with an entrepreneurship major are also prepared for careers in consulting or working within a family business setting. The objectives of the entrepreneurship major are to:

1. Introduce students to the nature of entrepreneurs and entrepreneurship.
2. Expose students to the excitement and challenges of owning one's own business.
3. Develop the ability to analyze ideas for new products or services and determine their feasibility and commercialization potential.
4. Develop the ability to produce a well-designed and credible business plan to use in soliciting external funding.
5. Create an awareness of venture capital, public offerings, and other methods of financing high-growth ventures.
6. Develop the knowledge and skills needed to operate a business on a day-to-day basis.
7. Understand the uniqueness of the functional areas of business as they relate specifically to small and emerging businesses.
8. Provide opportunities for hands-on learning from emerging businesses through an optional entrepreneurship internship.

## Requirements

Requirements for the entrepreneurship major are as follows:

BMA 382 Entrepreneurship

BMA 383 Small Business Management

BMA/FIN 384 Entrepreneurial Finance, **or**

ATG 204 Cost Accounting

BMA 356 Human Resource Management

MTG 381 Integrated Marketing Communications,

MTG 393 Retailing, **or** MTG 410 Services Marketing

### Two of the following:

BMA 385 Technology Entrepreneurship

BMA 357 Leadership and Interpersonal Behavior

BMA 488 Internship in Entrepreneurship

BMA 489 Topics in Entrepreneurship

### One of the following:

ECO 335 Managerial Economics

ECO 310 Labor Problems

Entrepreneurship majors must satisfactorily complete at least 15 hours of BMA-prefixed courses at Bradley University.

Students should note that some courses are offered only once each year. Students should consult with their advisor to ensure that the correct courses are taken. The following sequence of courses is typical for students majoring in entrepreneurship.

**Freshman Year**

BUS 100 Contemporary Business .....	3
ENG 101 English Composition .....	3
COM 103 The Oral Communication Process .....	3
MTH 115 Brief Calculus with Applications I .....	4
ATG 157 Accounting Principles - Financial .....	3
PSY 104 Principles of Psychology .....	3
<sup>1</sup> BMA 172/Competency Exam .....	1
General Education courses .....	12
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	32

**Sophomore Year**

ATG 158 Accounting Principles - Managerial .....	3
BUS 210 Team Dynamics .....	1
BUS 220 Career Planning Strategies .....	1
ECO 221, 222 Principles of Economics .....	6
QM 262, 263 Quantitative Analysis I and II .....	6
General Education, behavioral science, or elective courses outside FCBA .....	15
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	32

**Junior Year**

BMA 352 Managing in Organizations .....	3
BMA 342 Legal Environment of Business .....	3
MTG 315 Principles of Marketing .....	3
BMA 372 Management Information Systems .....	3
FIN 322 Business Finance .....	3
BMA 382 Entrepreneurship .....	3
BMA 383 Small Business Management .....	3
BMA 385 Technology Entrepreneurship .....	3
ENG 300, 301, 304, 305, or 306 Advanced Writing .....	3
General Education courses .....	3
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	30

**Senior Year**

BMA 356 Human Resource Management .....	3
MTG 381 Integrated Marketing Communications <b>or</b> MTG 393 Retailing, <b>or</b> MTG 410 Services Marketing .....	3
BMA/FIN 384 Entrepreneurial Finance <b>or</b> ATG 204 Cost Accounting.....	3
BMA 353 Operations Management .....	3
BMA 357 Leadership and Interpersonal Behavior .....	3
ECO 310 Labor Economics <b>or</b> ECO 335 Managerial Eco- nomics .....	3
IB 306 International Business .....	2
BMA 452 Strategic Management and Business Policy .....	4
Behavioral science or free electives outside FCBA .....	7
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<sup>1</sup>Hour does not count toward 124 needed for graduation.

**Management and Administration Major**

The management and administration major provides a solid grounding in the skills and concepts necessary to meet the complex and challenging tasks of management. The program concentrates on developing the decision-making, problem identification, problem-solving, and interpersonal skills essential for combining the organization's resources to promote organizational effectiveness.

Students in the management and administration major are prepared for management positions in both industry and not-for-profit settings. In larger organizations, graduates typically expect to obtain entry-level management positions. Further, the major provides the background necessary to later advance to middle and upper-level management positions. In smaller firms, graduates may expect to enter middle or upper-level management positions. Students who are uncertain as to their career goals will find that the management and administration major provides excellent preparation in business for a wide range of job opportunities. Additionally, students are well prepared for graduate-level business (MBA, DBA, PhD) or public administration (MPA) programs, law school, and other graduate school programs.

**Departmental requirements for the management and administration major are as follows:**

1. BMA 356 Human Resource Management
2. BMA 357 Leadership and Interpersonal Behavior
3. BMA 358 Managerial Decision Making
4. Twelve hours of BMA elective courses

Students may choose from a broad array of courses to satisfy their elective requirements, or they may choose one of the following concentrations: human resource management or legal studies in business. The concentrations, each requiring fifteen to eighteen hours, can be completed with no more than one additional course beyond the required BMA elective credits. Courses marked with an asterisk (\*) fulfill requirements elsewhere in either the major or the Foster College of Business Administration core curriculum. Department requirements have been included for clarity.

**Human Resource Management**

- BMA 355 Labor-Management Relations
- BMA 356 Human Resource Management\*
- BMA 357 Leadership and Interpersonal Behavior\*
- BMA 358 Managerial Decision Making\*
- BMA 446 Employment Law
- BMA 456 Compensation Management
- BMA 457 Human Resource Theory & Program Design
- ECO 310 Labor Problems\*
- PSY 310 Industrial & Organizational Psychology\* **or**  
PSY 411 Tests & Measurements\*

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**Legal Studies in Business**

BMA 342 Legal Environment of Business\*  
 BMA 345 Law of Business  
 BMA 356 Human Resource Management\*  
 BMA 357 Leadership and Interpersonal Behavior\*  
 BMA 358 Managerial Decision Making\*  
 BMA 395 Real Estate Principles  
 BMA 446 Employment Law  
*and one of the following:*  
 ECO 352 Industrial Organization\*  
 ECO 362 Economics and Law\*  
 PLS 317 International Law  
 PLS 459 Constitutional Law  
 PLS 460 Constitutional Law

*Management and administration majors must satisfactorily complete at least 15 hours of BMA-prefixed courses at Bradley University. Students desiring concentrations should declare their intentions as early as possible and should consult with their advisor to ensure that the correct courses are taken. Students should also note that some courses are offered only once each year.*

*The following sequences of courses are recommended for students majoring in management and administration. Course sequences for freshman and sophomore years are similar regardless of any concentration selected.*

**Freshman Year**

BUS 100 Contemporary Business .....3  
 ENG 101 English Composition.....3  
 MTH 115 Brief Calculus with Applications I .....4  
 ATG 157 Accounting Principles – Financial .....3  
 COM 103 The Oral Communication Process.....3  
 PSY 104 Principles of Psychology .....3  
 General Education Courses.....12  
<sup>1</sup>BMA 172/Competency Exam.....1  
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**Sophomore Year**

ATG 158 Accounting Principles – Managerial .....3  
 BUS 210 Team Dynamics .....1  
 ECO 221, 222 Principles of Economics.....6  
 QM 262, 263 Quantitative Analysis I and II.....6  
 General Education, behavioral science, **or**  
 elective course outside FCBA .....15  
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The remaining semesters will vary depending upon the concentration selected. Courses marked with \* are required for the particular concentration listed.

<sup>1</sup>Hour does not count toward 124 needed for graduation.

**Human Resource Management**

**Junior Year**

*Fall:*  
 BMA 342 Legal Environment of Business .....3  
 BMA 352 Managing in Organizations .....3  
 FIN 322 Business Finance.....3  
 MTG 315 Principles of Marketing.....3  
 PSY 310 Industrial & Organization Psychology\* **or**  
 PSY 411 Tests & Measurements.....3  
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 15

*Spring:*

BMA 356 Human Resource Management\* .....3  
 BMA 357 Leadership and Interpersonal Behavior .....3  
 BMA 372 Management Information Systems .....3  
 BUS 220 Career Planning Strategies .....1  
 IB 306 Intro. to International Business .....2  
 ENG 300, 301, 304, 305, or 306 Advanced Writing .....3  
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 15

**Senior Year**

*Fall:*  
 BMA 353 Operations Management .....3  
 BMA 355 Labor-Management Relations\* .....3  
 BMA 358 Managerial Decision Making.....3  
 ECO 310 Labor Problems\* .....3  
 BMA 457 Human Resource Theory & Program Design .....3  
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 15

*Spring:*

BMA 446 Employment Law\* .....3  
 BMA 452 Strategic Management & Business Policy.....4  
 BMA 456 Compensation Management\* .....3  
 Free Electives (3 hours must be outside the college).....6  
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**Legal Studies in Business**

**Junior Year**

*Fall:*  
 BMA 342 Legal Environment of Business .....3  
 BMA 352 Managing in Organizations .....3  
 FIN 322 Business Finance.....3  
 MTG 315 Principles of Marketing.....3  
 Behavioral Science or free elective course .....3  
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 15

*Spring:*

BMA 345 Law of Business\* .....3  
 BMA 356 Human Resource Management .....3  
 BMA 357 Leadership & Interpersonal Behavior .....3  
 BMA 372 Management Information Systems .....3  
 BUS 220 Career Planning Strategies .....1  
 ENG 300, 301, 304, 305, or 306 Advanced Writing .....3  
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**Senior Year**

*Fall:*

BMA 353 Operations Management .....	3
BMA 358 Managerial Decision Making.....	3
BMA 395 Real Estate Principles*.....	3
BMA Elective.....	3
Free Elective outside FCBA .....	3
—	15

*Spring:*

BMA 446 Employment Law*.....	3
BMA 452 Strategic Management & Business Policy.....	4
IB 306 Intro. to International Business .....	2
*Choice of ECO 352, ECO 362, PLS 317, PLS 459, PLS 460.....	3
ECO Jr.-Sr. elective or free elective outside FCBA.....	3
—	15

*Those not choosing a concentration may choose from a broad array of courses to satisfy the twelve hours of BMA electives and the economics junior-senior elective.*

**Junior Year**

*Fall:*

BMA 342 Legal Environment of Business .....	3
BMA 352 Managing in Organizations .....	3
BMA 358 Managerial Decision Making.....	3
FIN 322 Business Finance.....	3
MTG 315 Principles of Marketing.....	3
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*Spring:*

BMA 356 Human Resource Management .....	3
BMA 357 Leadership & Interpersonal Behavior.....	3
BMA Elective.....	3
BUS 220 Career Planning Strategies.....	1
ENG 300, 301, 304, 305, or 306 Advanced Writing .....	3
Economics Junior-Senior Elective .....	3
—	16

**Senior Year**

*Fall:*

BMA 353 Operations Management .....	3
BMA 358 Managerial Decision Making.....	3
BMA electives.....	6
Behavioral science or free elective outside FCBA.....	3
—	15

*Spring:*

BMA 452 Strategic Management & Business Policy.....	4
BMA 372 Management Information Systems .....	3
BMA electives.....	6
IB 306 International Business .....	2
Free elective outside the FCBA.....	1
—	16

**Management Information Systems Major**

Management information systems (MIS) is an exciting field that combines people skills with technical skills. The MIS major blends the fields of business, computers, and information technology. It enables students to be successful in developing business applications using current technology where appropriate. Information is seen by business as an increasingly important resource. The MIS major teaches students how to manage this vital resource.

Graduates of the program can expect interesting and challenging job opportunities as the field changes. The MIS major can be a fast track to management positions or the basis for advanced graduate work. Typical graduates' first jobs are in technical and information related fields or as consultants or programmers. After gaining experience, graduates develop new business applications as analysts and then assume management positions. This major prepares students for some of the nation's fastest growing career opportunities such as systems analysis and programming.

The MIS major differs from other "computer" majors in its emphasis on human aspects and business applications. While knowledge of computer systems is a large part of the program, a larger portion is devoted to getting the right job done.

The major develops competence in a number of areas:

1. the use of personal computers, large computers, and other technological resources,
2. managing information technology to achieve the goals of the organization,
3. programming in a variety of languages used in business, and
4. the quantitative skills needed for problem solving and decision making.

**Departmental requirements for the management information systems major are as follows:**

- Three programming courses:  
BMA 276 Developing Info. Systems for E-commerce  
One of the following sequences:  
CS 106 & CS 121 **or** BMA 175 & BMA/CIS 275
- BMA 272 Management Applications of Personal Computers
- BMA 375 Business Systems Analysis and Design
- BMA 478 Implementing Business Computer Systems
- BMA 373 Business Data Communications **or** BMA 374 Database Management and Administration
- Two of the following:  
BMA 357 Leadership and Interpersonal Behavior  
BMA 373 Business Data Communications  
BMA 374 Database Management and Administration  
BMA 378 HCI & Usability Testing  
BMA 379 Information Security

*A recommended course sequence for management information systems, Foster College of Business Administration, and general education courses follows. Management information systems*

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majors must satisfactorily complete at least 15 hours of BMA-prefixed courses at Bradley University. Elective courses should be chosen with care to ensure that University general education and Foster College of Business Administration requirements are met. Management information systems majors should consult with their advisor when preparing their academic schedules.

### Freshman Year

ENG 101 English Composition.....	3
BUS 100 Contemporary Business .....	3
MTH 115 Brief Calculus with Applications I .....	4
ATG 157 Accounting Principles – Financial .....	3
COM 103 The Oral Communication Process.....	3
'BMA 172/Competency Exam.....	1
BMA 276 Developing Info. Systems for E-commerce.....	3
General Education Courses.....	12
	32

<sup>1</sup>Hour does not count toward 124 needed for graduation.

### Sophomore Year

ATG 158 Accounting Principles – Managerial .....	3
ECO 221, 222 Principles of Economics .....	6
QM 262, 263 Quantitative Analysis I and II.....	6
BMA 272 Mgt. Applications of Personal Computers.....	3
CS 106 Intro. to Programming <b>or</b> BMA/CIS 175 Intro. to Developing Business Applications .....	3
CS 121 Intro. to Data Structures <b>or</b> BMA/CIS 275 Business Applications Using Visual Basic .....	3
BUS 210 Team Dynamics .....	1
General Education and Behavioral Science Courses .....	6
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### Junior Year

ENG 300, 301, 304, 305, or 306 Advanced Writing .....	3
FIN 322 Business Finance.....	3
BMA 342 Legal Environment of Business .....	3
BMA 352 Managing in Organizations .....	3
BMA 372 Management Information Systems .....	3
BMA 373 Business Data Communications <b>or</b> BMA 374 Database Management and Administration .....	3
BMA 375 Business Systems Analysis and Design.....	3
MTG 315 Principles of Marketing.....	3
BUS 220 Career Planning Strategies .....	1
General education, behavioral science, and free elective courses outside FCBA .....	6
	31

### Senior Year

BMA 353 Operations Management .....	3
Two courses from: BMA 357, 373, 374, 378 <b>or</b> 379.....	6
BMA 452 Strategic Management and Business Policy.....	4
BMA 478 Implementing Business Computer Systems.....	3
Economics Junior-Senior Elective .....	3
IB 306 International Business .....	2
Free Elective Courses .....	9
	30

## Minors

### Management Minor

The minor in management provides students with essential background, understanding, knowledge, and skill in the practice of management. The minor in management will provide students with foundations and skills to complement the focus area of their respective majors and, importantly, enhance personal career plans.

The minor is comprised of 15 semester hours of study. The 15-hour minor includes required management foundations (9 hours) and selected management electives (6 hours). The requirements for the minor are outlined below.

Students whose major is from the Foster College of Business Administration must have at least 12 hours in courses that are unique from those used to fulfill their major requirements.

#### Required Management Foundations:

BMA 352 Managing in Organizations .....	3
BMA 356 Human Resource Management .....	3
BMA 357 Leadership and Interpersonal Behavior.....	3

#### Elective Courses (Choose two from the following):

BMA 272 Mgmt. Applications of Personal Computers.....	3
BMA 276 E-Commerce.....	3
BMA 315 Principles of Risk Management .....	3
BMA 342 The Legal Environment of Business .....	3
BMA 345 Law of Business .....	3
BMA 353 Operations Management .....	3
BMA 355 Labor-Management Relations.....	3
BMA 358 Managerial Decision Making.....	3
BMA 378 HCI & Usability Testing.....	3
BMA 382 Entrepreneurship .....	3
BMA 383 Small Business Management .....	3
BMA 395 Real Estate Principles.....	3
BMA 446 Employment Law.....	3
BMA 456 Compensation Management.....	3
BMA 457 HR Theory & Program Design.....	3
BMA 459 Topics in Management .....	3
BMA 489 Topics in Entrepreneurship .....	3

Students who desire to minor in management must be approved by the chair of the Department of Business Management and Administration prior to enrolling in the program. The chair must also approve recording the completion of the minor on the transcript. Transfer policies for minors are the same as those for Foster College of Business Administration majors. Prior approval of transfer credit must be secured from the chair of the Department of Business Management and Administration.

### Management Information Systems Minor

A minor in management information systems will provide an opportunity for students to enhance their knowledge and credentials in the use and development of computer software and/or hardware. The minor will provide students

with an opportunity to be employed in the IS field, give them the skills that will make them the ideal liaison between IS professionals and experts in other functional areas of an organization, and the technological base to become valuable “power users” of essential software applications, such as spreadsheets, databases, and e-commerce tools. The minor will allow the student to develop focused expertise in one of the distinct fields that comprise the breadth of the information systems professional. The minor is open to all majors across campus.

**The minor requires 15 hours.**

**Required courses:**

BMA 272 Management Applications of Personal Computers.....	3
BMA 276 Developing Information Systems for E-Commerce .....	3

**Elective Courses (choose three from the following):**

BMA 373 Business Data Communications.....	3
BMA 374 Database Management and Administration.....	3
BMA 375 Business Systems Analysis and Design.....	3
BMA 378 HCI and Usability Testing.....	3
BMA 379 Information Systems Security .....	3

**Course Descriptions**

**BMA 172 Business Computer Skills & Applications 1 hr.**

Implementation of spreadsheet software to solve business problems covering both introductory and intermediate skills. Review and extension of presentation skills using common presentation software. Use of linking functionality between varied applications to create integrated presentations. Brief introduction to the data analysis functions of spreadsheet software and specialized statistical analysis software. May not be counted for degree credit in the Foster College of Business Administration. Pass/Fail. Prerequisite: business major or minor or consent of department chair.

**BMA 175 Introduction to Developing Business Applications 3 hrs.**

Provides an introduction to object-oriented computer programming using VisualBasic.NET. Demonstrates the advantages of using a programming environment to efficiently develop computer programs. Focuses on developing logical approaches to problem solving and implementing programmed solutions to those problems.

**BMA 272 Management Applications of Personal Computers 3 hrs.**

Survey of computer applications in business, personal computers, and business information systems. Emphasis on personal computer applications from the perspective of the individual user. Intermediate-level software packages. Prerequisite: BMA 172 or successful completion of Foster College of Business Administration computer proficiency exams.

**BMA 275 Business Applications Using Visual Basic 3 hrs.**

Object oriented business application development using Visual Basic. Emphasis on object classes, events and properties, and data structures, controls, and objects. Prerequisite: BMA 175.

**BMA 276 Developing Information Systems for E-Commerce 3 hrs.**

Provides an introduction to developing e-commerce solutions and their components using various tools. Also explores the business models available for implementing these solutions within and between organizations. It focuses on the application of networked information technologies to implement a rich variety of business applications.

**BMA 315 Principles of Risk Management 3 hrs.**

The fundamental aspects of risk management and insurance (RMI). Emphasis on understanding the nature of risk assessment, control, and financing activities for organization. RMI policy issues impacting the firm (e.g. discrimination, health care and financing, environmentalism). Cross-listed as RMI 315. Prerequisite: junior/senior standing.

**BMA 342 The Legal Environment of Business 3 hrs.**

Social, equitable, and ethical considerations influencing the development of the law. Procedure, constitutional law, contracts, torts, international law, and agency. The influence of government regulation of business: antitrust, labor, securities, environmental, and consumer law. Emphasis on analytical legal reasoning and the case method. Prerequisite: junior/senior standing.

**BMA 345 Law of Business 3 hrs.**

Principles of law in commercial paper, agency, business organizations, sales, and contracts, with application of the commercial code. Prerequisite: BMA 342.

**BMA 352 Managing in Organizations 3 hrs.**

Interdisciplinary approach to management and organizations. Emphasis on the complex roles of managers and the behavioral processes of leadership, communication, motivation, group dynamics, conflict, change, and organization development. International management, diversity, social responsibility, and business ethics. Case studies. Prerequisite: junior/senior standing.

**BMA 353 Operations Management 3 hrs.**

Survey of issues and methods related to designing, implementing, and controlling production systems. Project management, production planning, quality control, just-in-time techniques, and strategic importance of operations management. Prerequisites: QM 263; BMA 352.

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### **BMA 355 Labor-Management Relations 3 hrs.**

Collective bargaining as a social innovation in labor-management relations. Current public policy, major substantive issues in management and union policies, and tactics in collective bargaining and dispute settlement. Case studies. Prerequisite: junior/senior standing; BMA 352 or consent of BMA department chair.

### **BMA 356 Human Resource Management 3 hrs.**

Management of human resources in work organizations. Emphasis on employee recruitment, selection, development, and skill utilization for efficiency and effectiveness. Prerequisite: BMA 352.

### **BMA 357 Leadership & Interpersonal Behavior 3 hrs.**

Recognition, development, and practice of organizational leadership skills. Enhancing interpersonal dynamics and relationships. Organizational politics and interpersonal influence, creativity and innovation, negotiation and conflict resolution. Handling problem situations; effectively utilizing diverse talents and personalities. Introduction to major leadership and interpersonal development techniques. Case studies. Prerequisite: BMA 352.

### **BMA 358 Managerial Decision Making 3 hrs.**

Descriptive and prescriptive approaches; formal and informal methods. Emphasis on subjective judgments and choices. Prerequisites: BMA 352 or 6 hours psychology and/or sociology; a 3-credit-hour course in statistics.

### **BMA 372 Management Information Systems 3 hrs.**

Management of information resources. Use of information systems for competitive/strategic advantage. Advances in information technology, including industry trends and innovations. The information systems function in organizations. Electronic commerce and the World Wide Web. The impact of information systems on organizations. Ethical and legal issues in information use. Information security. Prerequisites: junior/senior standing; Foster College of Business Administration computer skills proficiency requirement.

### **BMA 373 Business Data Communications 3 hrs.**

Study of the theories, design and technologies utilized in modern business data communications networks. Study of the functionality, performance and management of multiple network designs. Prerequisites: BMA 272 and junior/senior standing.

### **BMA 374 Database Management and Administration 3 hrs.**

Investigation and application of advanced database concepts: administration, technology, and selection and acquisition of database management systems. In-depth business practicum in data modeling and system development in a database environment. Overview of future trends in data management. Prerequisites: BMA 272 and junior/senior standing.

### **BMA 375 Business Systems Analysis & Design 3 hrs.**

Information systems in business applications. Emphasis on relationship of information systems planning to overall business goals, policies, plans, management style, and industry condition; analysis, design, and implementation of information systems. Overview of future trends in data management. Prerequisites: BMA 272 and junior/senior standing.

### **BMA 378 Human-Computer Interaction and Usability Testing 3 hrs.**

Provides an introduction to the theory of human factors and process of usability testing. Explores current theory of human factors and human-computer interaction and how they should be applied to designing business systems. Emphasis placed on the scientific approach to systems testing to ensure systems meet usability standards and on the statistical benchmarking these tests provide. This is a non-technical course designed for those interested in managing the development of technical products and evaluating the usability of existing products and processes.

### **BMA 379 Information Systems Security 3 hrs.**

An introduction to the various technical and administrative aspects of information security and assurance. Provides the foundation for understanding the key issues associated with protecting information assets, determining the levels of protection and response to security incidents, and designing a consistent, reasonable information security system, with appropriate intrusion detection and reporting features. Prerequisite: BMA 172.

### **BMA 382 Entrepreneurship 3 hrs.**

Activities involved in starting, financing, growing, and harvesting a new business venture. Entrepreneurs and their behavior, analysis of opportunities, obtaining capital, and venture strategies. Prerequisite: ATG 158; junior standing. (Not open to students who have had BMA 359.)

### **BMA 383 Small Business Management 3 hrs.**

Management and operation of a small business. Marketing, human resources, financing, and administration plans directly related to the small company. Prerequisite: BMA 352. (Not open to students who have had BMA 451.)

### **BMA 384 Entrepreneurial Finance 3 hrs.**

Planning and strategies involved in starting or expanding a business. Emphasis on capitalization, record keeping, liquidity management, fixed asset management, financial analysis, expansion strategies, establishing firm value, and exiting the firm. Cross-listed with FIN 384. Prerequisites: BMA 352; FIN 322.

### **BMA 385 Technology Entrepreneurship 3 hrs.**

New product development with an emphasis on high-technology products. Opportunity screening, feasibility studies, demand, analysis, and cost projections necessary for product commercialization. Prerequisite: junior standing.

**BMA 395 Real Estate Principles 3 hrs.**  
 Basic principles of real estate and real estate practices in property rights (contracts, deeds, and mortgages), property ownership, financing and management, real estate brokerage, valuation, planning, public housing, and urban renewal. Prerequisite: junior/senior standing.

**BMA 446 Employment Law 3 hrs.**  
 Legal issues surrounding employment-at-will and collective bargaining, including hiring and firing, discrimination, workers' compensation, personnel handbooks, alcohol and drug abuse, federal wage and hour law, and federal labor law. Prerequisites: BMA 342, 352.

**BMA 450 Competitive Strategy 3 hrs.**  
 Concepts, principles, and techniques of developing strategy in competitive markets. Case studies for analysis of firms' strategic maneuvering. Simulation exercises on strategic decision making in competitive market structures. Prerequisites: BMA 352; FIN 322; MTG 315.

**BMA 452 Strategic Management & Business Policy 4 hrs.**  
 Integrated capstone course. Top level management activities; strategic analysis, planning, strategy development, policy formulation and implementation. Case material and applied projects. Prerequisites: FIN 322; BMA 352; MTG 315; senior standing.

**BMA 456 Compensation Management 3 hrs.**  
 Financial returns, tangible services, and benefits employees receive. Prerequisite: BMA 356.

**BMA 457 Human Resource Theory and Program Design 3 hrs.**  
 Activities associated with the human resources function. Emphasis on the theoretical, technical, and legal aspects of selecting, developing, and maintaining employees. Prerequisites: BMA 356.

**BMA 459 Topics in Management 3 hrs.**  
 Topics of special interest which may vary each time course is offered. Topic and prerequisite stated in current Schedule of Classes. May be repeated under different topics for a maximum of six hours credit.

**BMA 478 Implementing Business Computer Systems 3 hrs.**  
 Development of a business computer system application with the life cycle methodology. Specific concepts and skills of project management. Team projects. Prerequisites: BMA 375.

**BMA 479 Topics in Management Information Systems 3 hrs.**  
 Topics of special interest which may vary each time course is offered. Topic and prerequisites stated in current Schedule of Classes. May be repeated under different topics for a maximum of six hours credit. Prerequisite: stated in current schedule of classes

**BMA 488 Internship in Entrepreneurship 1-3 hrs.each**  
 Supervised experience with an approved new or emerging firm or with an agency providing assistance to emerging high-technology firms. Application of entrepreneurship skills. Written application required (available from internship director). May be repeated for a maximum of 3 hours. Prerequisites: junior standing; entrepreneurship major; 2.5 overall GPA; at least one entrepreneurship-related course.

**BMA 489 Topics in Entrepreneurship 3 hrs.**  
 Topics of special interest, which may vary each time the course is offered. Topic and prerequisite stated in current Schedule of Classes. May be repeated under different topics for a maximum of six hours credit. Prerequisite: junior standing.

**BMA 498, 499 Independent Studies 1-3 hrs. each**  
 Studies undertaken by academically qualified students under the guidance of a faculty member, with the approval of the chair of the Department of Business Management and Administration. Business Management and Administration majors only. Prerequisite: junior/senior standing.