

## The Business Administration Major Goals

2004

The purpose of a business administration major is to build on the foundation of the business core to provide the learner with a broad-based preparation for business while emphasizing at least two business disciplines. This major provides the learner with an individualized plan to maximize career flexibility. A learner who has successfully completed a business administration major at Upper Iowa University is expected to:

1. Demonstrate the accounting skills used in a variety of business settings. This ability will be developed through the successful completion of the following courses:
  - BA 201          Accounting Principles I
  - BA 202          Accounting Principles II
2. Identify marketing concepts and their application in a variety of business settings. This ability will be developed through the successful completion of the following course:
  - BA 208          Marketing Principles
3. Explain the principles of finance and their application in a variety of business settings. This ability will be developed through the successful completion of the following course:
  - BA 341          Corporate Financial Management
4. Identify management concepts and their application in a variety of business settings. This ability will be developed through the successful completion of the following course:
  - BA 210          Management Principles
5. Analyze organizational behavior principles and the impact of diversity on organizations. This ability will be developed through the successful completion of the following course:
  - BA 210          Management Principles
6. Explain the fundamental aspects of human resources management and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:
  - BA 210          Management Principles
  - BA 303          Business Law II
  - BA 361          Human Resources Management
7. Identify the fundamental components of operations management and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:
  - BA 210          Management Principles
  - BA 356          Quantitative Decisions in Business
8. Describe the legal environment in which businesses must operate. This ability will be developed through the successful completion of the following courses:
  - BA 302          Business Law I
  - BA 303          Business Law II

9. Recognize the economic environment and policies that affect businesses. This ability will be developed through the successful completion of the following general education courses:
  - BA 211          Macroeconomic Principles
  - BA 212          Microeconomic Principles
10. Identify and evaluate socially responsible and ethical business practices. This ability will be developed through the successful completion of the following course:
  - BA 225          Business Ethics
  - All upper division business courses
11. Explain the use of information systems in business. This ability will be developed through the successful completion of the following course:
  - BA 222          Management of Information Systems
12. Demonstrate quantitative and statistical skills used in business decision making. This ability will be developed through the successful completion of the following courses:
  - MATH 220      Elementary Statistics
  - BA 356          Quantitative Decisions in Business
13. Describe a global view of business and evaluate the impact of international differences on business operations. This ability will be developed through the successful completion of the following course:
  - BA 488          Economics of International Business
14. Synthesize and evaluate knowledge in the major and apply it to a particular organization. This ability will be developed through the successful completion of the following course:
  - ID 498          Senior Project
15. First emphasis area---demonstrate analysis, synthesis and evaluation of an additional area of business. This ability will be developed through the successful completion of the following courses:
  - Upper division electives in the major
16. Second emphasis area--demonstrate analysis, synthesis and evaluation of an additional area of business. This ability will be developed through the successful completion of the following courses:
  - Upper division electives in the major