

The Business Administration Major Goals

2009

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:

Core

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. 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

7. 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

8. 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 161 Macroeconomic Principles
BA 160 Microeconomic Principles

9. Identify and evaluate socially responsible and ethical business practices. This ability will be developed through the successful completion of the following courses:

BA 225 Business Ethics

or

PHIL 202 Contemporary Ethics

10. 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

11. 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

Business Administration

12. 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 361 Human Resources Management

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 one of the following courses:

BA 317 International Management

BA 424 Global Marketing

BA 463 International Finance

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 courses:

AE

ID 498 Senior Project

RU

BA 403 Internship

Or

BA 499 Special 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 one of the following courses:

BA 310 Money and Banking

BA 343 Investments

BA 421 Managerial Cost Accounting

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 one of the following courses:

BA 315 Sales Management

BA 358 Consumer Behavior

BA 363 Advertising and Integrated Marketing Communication

17. Demonstrate the ability to use descriptive and analytical approaches to management decision making. This ability will be developed through the successful completion of the following courses:

BA 423 Production and Operations Management

BA 454 Management Cases