

# BUSINESS ADMINISTRATION (BADM)

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## **BADM 110 | ESSENTIALS OF TRAINING | 2 quarter hours (Undergraduate)**

This is a 5-week, 1-competence course on Employee Training and Development. Students will learn the basic processes of employee training and development, including needs assessment, theories of learning and behavior change, training design to support appropriate selection or development of training, delivery of training, issues of transfer, and assessment of results. (2 quarter hours)

## **BADM 120 | ESSENTIALS OF COACHING | 2 quarter hours (Undergraduate)**

Effective coaching has long been recognized as a key element of success in the world of sports. More recently, a new breed of coaches has emerged to help people transform their personal and professional lives. In this course, we will explore the theories, concepts, and techniques of personal life and business coaching. Students will learn about the history of coaching, its uses in personal and professional development and practical applications. Working individually, in pairs, and in small groups, students will practice coaching skills and keep a detailed learning journal. This course will be highly experiential and collaborative in nature. Students will learn concepts of coaching for personal development and professional effectiveness. In addition, students will learn models of collaborative learning and will apply one recognized model in the exploration of their coaching practice in the course. (2 credit hours)

## **BADM 208 | SALES AND MARKETING MANAGEMENT FOR BUSINESS TODAY | 4 quarter hours (Undergraduate)**

Sales Management is one of the most important jobs in business today. It is the focal point for managing customer relations, and is critical for sustaining profitability and growth. It draws on a broad spectrum of skills and offers many desirable career paths for both entry level as well as experienced workers. Sales Management techniques are applicable in a wide variety of business settings, and the basic framework and details apply in all of them. The purpose of this course is to present a practical, contemporary framework for Sales Management. It starts with basic sales analysis techniques for determining company position in the market. From there it explores modern sales techniques for facilitating the customer's buying decision. It then covers the major Sales Management job functions, such as Territory Management and Sales Training. The course concludes with a discussion of leadership and psychological skills that make for Sales Management excellence. Students will learn Sales Management via course lectures, textbook reading, Internet searches and independent research on the company they work for.

## **BADM 209 | THE HEART OF THE ENTREPRENEUR | 2 quarter hours (Undergraduate)**

Entrepreneurs are an integral part of a thriving economy yet the aspects of successful entrepreneurship remain a mystery. This course takes a detailed look at the characteristics of successful and unsuccessful entrepreneurs, enabling the students to acquire a personal understanding of what it takes to start a new business venture. This course is especially targeted for those interested in starting their own business or aspiring to be an employee within an innovative business. (2 credit hours)

## **BADM 214 | ENTREPRENEURIAL ACCOUNTING | 4 quarter hours (Undergraduate)**

Entrepreneurial Accounting is a thorough coverage of financial and management accounting topics in an economically challenging business environment. Clear principles and procedures are used to demonstrate the complete accounting cycle in any type of organization: For-Profit or Non-Profit. General purpose financial statements are prepared and examined from a fundamental understanding of how for-profit and non-profit businesses operate in a dynamic and changing business marketplace. Specifically, the reach of this course will be on a global environment that is characterized by a high degree of uncertainty. We will examine a variety of accounting challenges faced by business from an international perspective. This will have important implications on the way a company becomes more competitive and thus profitable. As such each of you will be assigned a company on day one of class to manage through a series of accounting dilemmas often both inside and outside our borders. As you acquire the requisite skills (throughout the term) to meet those challenges you'll execute decisions that will change the management course of the company. It is through this individual decision making that you'll learn what works and what doesn't and why. This is not a static accounting course. Your decisions will have an impact on the direction of the company. We will also cover a series of topics that will enhance your understanding of financing techniques and options through detailed ratio-analysis. This will advance your ability to understand and seek creative financing for any ideas you might have in the future. This is essential if you have that entrepreneurial spark that just needs some financial backing and support to get started. As this is an accounting course we would expect some proficiency in basic quantitative /mathematical ability. You should also be able to use a calculator reasonably well. (4 quarter hours)

## **BADM 223 | ACCOUNTING AND FINANCE PRINCIPLES | 4 quarter hours (Undergraduate)**

In this course, we will examine the role of accounting and financial management in the preparation, reporting and analysis of financial information. This topic is particularly important in today's economically challenging business world. Accounting and Finance concepts and principles serve as the bookends for our exploration. Clear principles and procedures are used to capture financial data, which can then be used to make economic and financial decisions. Specifically, the objective of this course is to present the fundamentals of accounting and finance to assist the non-accountant in understanding the financial statements of an organization and how financial information can be used in the management planning, control, and decision-making processes of both profit and non-profit seeking enterprises. Accounting is often called the language of business and as such, it is appropriate that as participants in the economic activities of our society we should have enough knowledge of this language to make informed decisions and judgements about our role in these economic activities. We will also cover a series of topics that will enhance your understanding of financial information, financing techniques and options through financial and ratio-analysis. This will advance your ability to understand and make relevant financing and investment decisions or develop viable future business strategies. (4 credit hours)

**BADM 224 | ECONOMY, SOCIETY, AND SUSTAINABILITY IN THE 21ST CENTURY | 4 quarter hours  
(Undergraduate)**

This course targets undergraduate and postgraduate students who want to familiarize with economic principles, but do not intend to major in economics. No prior economic coursework is required. Students learn to develop an understanding of the use of analytical and data-handling tools. At the same time, they benefit from an accessible yet complete primer of economic principles and concepts that are essential to understand economic policymaking and the role of politics, as well as a host of issues facing our societies, such as: economic prosperity and inequality; economic efficiency and fairness in policymaking; institutions, power, and inequality; the labor market and unemployment; production and the market mechanism, etc... The course operates on the premise that the Economy shouldn't constitute the sole focus of public and private decisionmakers, and that equal attention should be devoted to two other essential dimensions of the human condition, Society and the Environment. (4 quarter hours)

**BADM 225 | DIVERSITY, EQUITY AND INCLUSION | 2 quarter hours  
(Undergraduate)**

This is a foundational course which lays the groundwork for understanding key concepts related to diversity, equity and inclusion ("DEI"). It teaches students to identify and understand the issues related to, and complexity of, DEI. Students also learn strategies and tactics for advancing DEI in diverse organizations. Each session invites student to take a reflective approach to understanding their and others' experience in society and in the workplace.

**BADM 230 | MANAGING REMOTE TEAMS | 2 quarter hours  
(Undergraduate)**

Before COVID made remote working common, corporations were examining how remote working strategies and logistics could be used to build cross functional remote teams in a creative way. Many employers were forced with an immediate need to move to remote working after Covid, and are now challenged with how to manage this new type of workforce. This course will explore the challenges and opportunities with remote working, including legal considerations, manager/supervisory best practices, communication strategies, and technology utilization. Learners will be provided with conceptual and tactical learning through text, videos, articles and deliverables that can be used in their workplace. This is an asynchronous course with optional Zoom sessions featuring special topics.

**BADM 231 | PERSONAL FINANCIAL PLANNING | 4 quarter hours  
(Undergraduate)**

This course will help students organize their financial lives by learning and implementing selected principles of accounting, finance, and management. The course will address value and risk determination by dealing specifically with the analysis of one's financial status, goal setting and planning, and decision making. Risk analysis, savings and investment principles, taxes, debt management, retirement, and estate considerations are areas which guide the financial management of individuals and businesses alike. Formerly Financial Planning.

**BADM 235 | MANAGING MULTICULTURAL AND MULTIGENERATIONAL TEAMS | 2 quarter hours  
(Undergraduate)**

This course explores the demographics of today's U.S. workforce. It examines common multicultural and multi-generational issues that arise in the workplace. Additionally, it considers potential shifts in how to address and manage workplace culture in light of current trends in government policies on immigration and diversity, equity, and inclusion (DEI). This course introduces best practices and leadership models for building inclusive and high-performing teams. Students will apply these strategies and best practices in a case study.

**BADM 239 | BUSINESS, TECHNOLOGY AND OUR GLOBAL FUTURE | 4 quarter hours  
(Undergraduate)**

This course gives students an understanding of the major domestic and global leadership issues facing corporations in today's rapidly evolving business environment and self-assessment insights into their own leadership skill sets. Students will study the skills needed by today's local and global business leaders and the dynamics of multicultural workforces. Topics also include business issues as the world's population is aging and expanding disruptive technologies that are impacting the workplace and society. Discussions include disruptive technologies - robotics, automation of knowledge work, next-generation genomics, 3D printing, etc. - that are changing and will continue to revolutionize businesses and everyday life and then analyze jobs that are being eliminated and new jobs that are being created.

**BADM 270 | BUSINESS STARTUPS | 2 quarter hours  
(Undergraduate)**

Learn the steps required to develop a business plan and start a business. In this 5 week class, students will be introduced to a variety of topics relevant to starting up your own business including market research, business model canvas, business plan development, business structures, registration, licensing, and business banking. The purposes, logic, and audiences for a business plan will be examined. Students will be introduced to tools and resources helpful in developing their own business plans. (2 quarter hours)

**BADM 271 | FINANCING YOUR OWN BUSINESS | 2 quarter hours  
(Undergraduate)**

This course will cover the various sources of capital that might be available to start and grow a small business. Students will learn the phases of new businesses: startup phase; pre-seed; seed stage; series financing; growth capital; mergers and acquisitions (M&A); and initial public offerings (IPO). Alternative finance methods will be explored including debt financing, equity financing, and mezzanine capital for example. Sources of financing will be explored including: founders; friends and family; employees; venture capitalists; banks; suppliers; customers, and personal asset leverage. The tools, techniques and process students learn in this class can also be applied to not only start-ups, but financing a franchise or a consulting business. This course will allow students to assume the roles of entrepreneurs and investors in a role-play exercise to negotiate capital investments.

**BADM 272 | MANAGING YOUR OWN BUSINESS | 2 quarter hours (Undergraduate)**

In this course, students will learn the tools, metrics, techniques, and resources they would need to start and run a small business. With the tools learned in this course, students will be able to analyze opportunities, self-assess as entrepreneurs, learn how to attract talent and, get professional (e.g. mentors, advisory boards) and technology support. Students will become familiar with various on-line tools, support associations, metrics, and financial reporting methods. Students will be exposed to some of the most effective problem solving techniques available to business owners including: modeling; forecasting; strengths weaknesses opportunities threats (SWOT) analysis; 5 whys and interpersonal skills management. Finally, important business software will be discussed: personnel management software; comparative information resources; enterprise resource planning (ERP); expense trackers; time trackers and customer resource management (CRM) applications.

**BADM 288 | MARKETING FOR THE SOCIAL GOOD | 4 quarter hours (Undergraduate)**

This is a ten week course on the nonprofit and public organizational issue of social marketing. Generally social marketing techniques are used to influence individuals, or groups to change their behavior in order to improve a social good such as: individual health, the environment, and the community. Students will develop an appreciation for the principles of social marketing and will be taught the techniques for conducting social marketing programs. Students will also learn how to develop social marketing plans and meaningful promotions, including utilizing imagery/art to understand and create advertisements. (4 quarter hours)

**BADM 305 | ECONOMICS FOR MANAGERS | 4 quarter hours (Undergraduate)**

Economics for Managers is an important, relevant and real-time course for present and future managers of departments within companies, managers of small businesses, branch operations of a company and for those who support or oversee those managers. In the course you will learn market structures, the dynamics of supply and demand, pricing strategies, how to assess hiring and investment decisions, and current issues in the labor market such as equality of pay, unemployment and inflation. Case studies will consist of real companies in which managers face decisions about employee recruiting and retention, supply chain issues, stale merchandise, pricing strategies and cost/benefit investment decisions. Optional Zoom sessions each week will take on topics of behavioral economics and consumer behavior that is often contrary to what might be expected. These sessions are intended to be informative, interesting and fun.

**BADM 310 | GENDER IN BUSINESS AND LEADERSHIP | 4 quarter hours (Undergraduate)**

Women's work is never done. Not only are women mothers and wives, but these days the expectation is that women will take on leadership roles outside the home as well. What makes a woman a leader? How did the workplace differ when women were not corporate leaders? Who are today's prominent female leaders and how are they shaping our future? In this course, learners will study the lives and contributions of various important women from business, politics, and social action. Students will assess equality in management and leadership, the psychological make up of the woman leader, and the ways in which women's contributions to leadership differ from men's. Furthermore, the class will endeavor to define leadership, its consequences, and its personal ramifications. Students should expect to read extensively about the lives and characteristics of contemporary women who have surfaced in leadership roles. Learners will also identify women leaders in their own workplaces and communities and assess their involvement in the corporation and/or general public. (4 quarter hours)

**BADM 313 | CHANGE MANAGEMENT: THEORY & PRACTICE | 2 quarter hours (Undergraduate)**

Change management is a common term for all the processes, skills and practices used to prepare individuals, managers, and leaders to implement organizational changes. Simply put managing change, although difficult, is about the people side of change. Over this 5-weeks course theories, practices, and people management skills that are the foundation of sustainable change will be studied. The course emphasis is on deepening SCPS students' understanding of the challenges and opportunities associated with being an effective change advocate and creating successful change outcomes. (2 credit hours)

**BADM 320 | CRISIS MANAGEMENT | 4 quarter hours (Undergraduate)**

Students will study different types of business crises including self-imposed events, natural occurrences, technology related events, financial shocks and social conflicts. Tools for anticipating and mitigating crises will be explored, including continuity of business plans, employee assistance plans, and communication plans targeted for all stakeholders. Case studies of management in a crisis environment across multiple industries and non-profit organizations will be a central theme in the course. Crisis management techniques used with different levels of success will include crisis leadership, crisis management teams, communication strategies and disciplined pursuit of objectives. Upon completion of the course students will have an understanding of how business crises can be anticipated, mitigated, navigated and successfully overcome.

**BADM 325 | MANAGEMENT FUNDAMENTALS | 4 quarter hours (Undergraduate)**

This course explores the detailed work of management including planning, budgeting, diverse staffing, organizational structure, ethical decision making, creating internal controls, motivating staff, and contingency planning. Students will explore and be able to explain how aspects of managing fit into the overall organizational goals, structure, and strategy. The unique role of a manager will be better understood and appreciated at the end of the course, along with development of practices to apply in the workplace.

**BADM 330 | LAW IN THE BUSINESS ENVIRONMENT | 4 quarter hours (Undergraduate)**

The influence of the law is far-reaching in the corporate world. Whether an entrepreneur, manager, administrative assistant, union employee, nonunion employee, sales representative, purchasing agent, etc., the law ultimately affects how we make decisions in the work arena. This course allows students to discover the wide range of laws affecting America's business environment. Students will learn how the law is established and developed, and be provided with tools to recognize potential legal issues that arise in daily business operations. The curriculum considers the impact of the law in the global workplace, and in commerce, business operations, employer/employee relationships, and in the regulatory environment.

**BADM 334 | HUMAN RESOURCE AND TALENT DEVELOPMENT FUNDAMENTALS FOR MANAGERS | 4 quarter hours (Undergraduate)**

This course is designed as an introduction to the practices of human resources (HR) in a corporate environment. It will target the practices that managers need to know such as recruiting, training, hiring, and terminating employees as well as the basics of HR law. Additional content that will be addressed includes headcount management, performance appraisals, learning & development, compensation basics, and grievance processes. This course will equip managers with the information they need to know without making them Human Resource experts but rather how to work effectively with their HR counterparts. (4 hours)

**BADM 335 | RISK MANAGEMENT IN THE WORKPLACE | 4 quarter hours (Undergraduate)**

This overview course in risk management will introduce managers to the various types of risk that needs to be managed in the workplace. Numerous areas such as operational risk, market risk, global risk, and customer risk will be investigated. While this course is not to create students who will be experts in risk management this course will allow them to identify and analyze areas of potential risk to the assets of their organization. Students will use case studies to ensure that proper communication happens for key risks within the organization. (4 hours)

**BADM 340 | IMPLEMENTING CORPORATE TRAINING PROGRAMS | 4 quarter hours (Undergraduate)**

In this course, students will learn about the strategic process of effectively and efficiently implementing a corporate training program based on business drivers from design stages through measurement of results. This process includes defining requirements and success criteria, designing the process, implementing and powerfully communicating the program to the learners, and then understanding how to measure the success of the program. It is imperative to measure and report on the trends of the program and to understand why it is important. Using methodology and models that have been successful in numerous global and domestic companies, students in this course will create their own plan for implementation, communication, and measurement to ensure success in their future training program implementations. (4 quarter hours)

**BADM 345 | EMOTIONAL INTELLIGENCE AT WORK | 4 quarter hours (Undergraduate)**

One's IQ (intelligence quotient) alone does not predict success in the workplace or in life. Emotional intelligence (EI) plays a vital role as well. This course provides an introduction to the field of emotional intelligence, evidence of its impact on individuals and organizations, and strategies for applying it in multiple settings. Participants will deepen their understanding of EI by exploring the research literature and completing an assessment of EI provided by 6 Seconds (<http://www.6seconds.org>). Strategies for applying EI to increase one's success and satisfaction at work and in other social contexts will also be explored. There are several models of emotional intelligence, each with a measure used by individuals to create a profile of EI abilities, used as the basis for learning and development. Some focus more directly on the workplace or on therapeutic settings. The Six Seconds' model of EI is designed to have broad application and enable individuals to draw on EI across the various dimensions of their lives. (4 credit hours)

**BADM 359 | ETHICAL BUSINESS BEHAVIOR | 4 quarter hours (Undergraduate)**

Ethical Business Behavior explores the ethical issues that business decision-makers face and examines the moral principles that are used to help resolve these issues. Ethical decisions in the workplace can have tremendous influence on the individuals and the corporations involved. The outcomes of unethical behavior can affect reputations, trust and career path. Results have been as severe as loss of employment, physical harm to individuals, corporate bankruptcy and even impacts to the economy. Students are placed in decision-making roles through exercises, case studies and role-playing. Reasoning skills are honed through identification of ethical issues and alternative means to analyze these issues. Ethical behavior is evaluated using analytical skills to apply ethical concepts to business situations. (4 quarter hours)