BUSINESS ADMINISTRATION (BADM)

BADM 101 | THE ART OF NEGOTIATION: REALIZING OPPORTUNITY | 2 quarter hours
(Undergraduate)
When we hear the word "negotiations", most of us think about formal events between CEOs and Wall Street dealmakers. In reality, negotiations take place in every facet of our lives, both personally and professionally. Negotiation is the art and science of securing an agreement between two or more parties. This course will provide you with the tools for achieving their personal and professional goals by implementing effective negotiation strategies and techniques. You will learn different negotiation strategies and techniques, and will practically apply these techniques in mock negotiations with other students. This course will focus on the behavior leading to effective negotiations and how to analyze your own behavior in negotiations. (2 quarter hours)

BADM 105 | ESSENTIALS OF COMPENSATION MANAGEMENT | 2 quarter hours
(Undergraduate)
This course will examine the strategic use of compensation systems by management to attract, motivate, retain, and reward employee performance. This course will explore the factors of job analysis, job description, and job evaluation as the basis of compensation strategy offering students an opportunity to develop competencies in making equitable compensation decisions. (2 hours)

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 113 | MANAGING CHANGE FOR ORGANIZATIONAL LEADERSHIP | 2 quarter hours
(Undergraduate)
If change were simple, all organizations would be effective and thrive in the presence of great challenges. Implementing change involves complex skills combining visionary leadership with project and other management skills. This 5-week class provides an introduction into the management and leadership skills change agents use on a regular basis as they implement organizational change. The focus of the class will be departmental or division change to be most relevant to SNL students. It will provide skill development of both managerial and interpersonal skill elements crucial to the success of change implementations. (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 153 | THE ART OF SPEECHMAKING | 2 quarter hours
(Undergraduate)
In our class, students will use tools based in the imagination, principles of design, and standard dramatic practice to create a unique, personal experience for an audience. The criteria for success is established through an examination of and critique of the content goals. (2 quarter hours)

BADM 178 | GENDER AT WORK | 4 quarter hours
(Undergraduate)
From the days of hunters and gatherers our world has been organized by gender expectations. While these gender roles have evolved over time, women and men today still struggle to meet these expectations and they have largely defined who we are for centuries. We have more choices and freedom to renegotiate and transcend these roles now than at any other time in history, and yet they still impact every aspect of our lives. This course will explore how gender can influence communication patterns, leadership styles, negotiation skills, conflict styles, work/life balance expectations, relationships and a multitude of other aspects of our life at work and at home. Students will demonstrate learning outcomes through class participation, group projects, journal entries and other assignments that will allow them to apply course readings, films, and discussion to their own personal experience. (4 credit hours)

BADM 208 | SUCCESSFUL 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 financial information, 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 220 | DEVELOPING CONSULTING SKILLS | 4 quarter hours (Undergraduate)
This course will help students learn how to start and operate a consulting business enterprise. Materials will address consulting purposes, skills, and techniques. Through class discussions and exercises, readings and assignments, students will learn how to create, organize, and operate a consulting enterprise. Students will review detailed analyses of consulting proposals, contracting, client needs and expectations, needs analyses and evaluation, project planning, data collection and analysis, resistance, client relationships, change management, feedback, pricing, presentation and facilitation skills, and ethical considerations. (2 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 | MONEY, FINANCE, AND CRISES | 4 quarter hours (Undergraduate)
Money has become such an integral part of our everyday life that we take its everyday use, whether physically or electronically, for granted. Yet the reach of money goes far beyond what we experience. Money is much more involved in the inner workings of the economy through the interaction of financial markets (bond markets, stock markets, foreign exchange markets, etc.) and financial institutions (banks, mutual funds, insurance companies, pension funds, etc.). Financial markets and institutions everywhere, and particularly in the U.S., influence the trillions of dollars that flow daily worldwide. Their impact on the welfare of nations and on the capacity of the economy to produce goods and services becomes evident when one looks at the Great Recession, which started in 2008. The goal of this course is to provide a working understanding of many issues through the study of money, banking, and financial markets. (4 quarter hours)

BADM 231 | 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. (4 quarter hours)
BADM 239 | BUSINESS, TECHNOLOGY AND OUR GLOBAL FUTURE | 4 quarter hours  
(Undergraduate)  
Students will study the latest changes in the fields of intercultural communication and leadership development in today’s global corporations, including reading interviews from some of the world’s leaders in manufacturing, energy, telecommunications, and health care from 26 countries. This course combines hard science with cutting-edge organizational research-based case studies in today’s trans-cultural global corporations. Students study key behaviors needed today to be successful in a global corporation, including cultural self-awareness, frame-shifting, inviting the unknown, third-way solutions, etc. Students will also study how “disruptive technologies”, mobile internet, automation of knowledge work, cloud technology, next generation genomics, 3D printing, advanced materials, and renewable energy are changing and will continue to revolutionize global corporations. This course concludes with an analysis of the effects of social justice and corporate social responsibility on today’s global corporations. (4 quarter hours)

BADM 244 | STATISTICAL REASONING: UNDERSTANDING AND USING STATISTICS | 4 quarter hours  
(Undergraduate)  
This course will teach students the basic concepts of statistics. Students will investigate topics including descriptive statistics, correlation, normal distributions, probability, sampling distributions and hypothesis testing. By the end of this course, students will able to complete a statistical analysis of datasets using Microsoft Excel as the primary tool. Considerable time will also be devoted to discussing how statistics are used and abused.

BADM 247 | APPLYING ECONOMICS: A PRACTICAL APPROACH | 4 quarter hours  
(Undergraduate)  
This applied economic course is tailored to introduce students to economic issues, without employing complex graphical and mathematical models. The material to be covered caters to students who are concerned citizens and active participants in the economy, and want to achieve a better grasp of problems facing society today. Students will learn how to use fun tools from game theory to analyze some of society's most puzzling problems, such as pollution, health care, the depletion of natural resources, how the pursuit of individual goals can lead to poor collective outcomes, and also the challenges of monetary and fiscal policy, economic growth, inflation, unemployment, income inequality, etc. Students will learn by doing, through hands-on experiments and practical exercises. (4 credit hours)

BADM 260 | ESSENTIALS OF PROJECT MANAGEMENT | 2 quarter hours  
(Undergraduate)  
This course provides an overview of the fundamentals of Project Management for non-Project Managers. It introduces the four phases of the project management process: Initiating, Planning, Managing, and Closing; the role of the Project Manager; tools, techniques and deliverables associated with successful project management; and troubleshooting techniques. (2 quarter hours)

BADM 261 | THE JOURNEY OF LEADERSHIP THROUGH ANCIENT GREEK LITERATURE | 2 quarter hours  
(Undergraduate)  
Leadership is a journey. Odysseus, a well-respected leader in the ancient Greek literary world, portrays a model of leadership in the Trojan War that can be used today. This course provides an opportunity to read, reflect and discuss the many lessons that can be found in classic literature. A close reading of Homer’s Odyssey, along with other articles on myth, archetypes, and leadership theories and practices, will allow the student to align their current leadership practices to ideas formed by Homer and expand their thinking in the arena of leadership. Reflecting on these readings, along with some structured journal exercises, will create alignment with what is often thought to be “old” text, generating new ideas on how leadership lessons can be applied to contemporary issues at work, at home or in their communities. (2 credit hours)

BADM 267 | WORKPLACE LAW: HARASSMENT, DISCRIMINATION AND CIVIL RIGHTS | 4 quarter hours  
(Undergraduate)  
This course focuses on laws affecting relationships between employers and employees and within the workplace. Students will study the historical and societal aspects of laws on harassment and discrimination within the workplace, with particular focus on the Civil Rights Act and various other legislation regulating harassment and discrimination in the workplace. Students will analyze the case law, the legislation and the legal systems that have evolved to combat social injustice in the workplace and will learn “best methods” for preventing and resolving harassing and discriminatory practices in the workplace. (4 quarter hours)

BADM 270 | STARTING UP AND RUNNING YOUR OWN BUSINESS | 2 quarter hours  
(Undergraduate)  
This course will help students learn how to start and operate an independent business enterprise. We will address entrepreneurship, defining your markets, accounting basics, business plans, financing, establishing the business, hiring employees, business equipment, software, and marketing. Through readings, discussion, and home assignments, students will learn how to increase the probability of reaching their business goals while minimizing risks and costs. By applying management, financial, and software concepts and practices, students will have the knowledge to start and run a new business. (2 quarter hours)

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 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 315 | ECONOMICS FOR DECISION-MAKING | 4 quarter hours (Undergraduate)
The purpose of this course is to provide the modern consumer living in a global economy fueled by unabated technological progress, with basic notions to understand the path that has led to sustained prosperity. The focus is on endowing students, as householders, with conceptual tools to make optimal financial and consumer decisions throughout the life-cycle. That theoretical foundation is reinforced and exemplified with a wealth of practical applications offered through a student-friendly online interactive learning platform, which also provides a convenient means to complete weekly assignments. That online platform will help students relate what they learn to their everyday experience of active participants in the economic game. The course is divided into two modules, microeconomic and macroeconomic, and basic economic methodology is presented in both. Microeconomic topics include scarcity, opportunity costs, the law of diminishing returns, the trade principle of comparative advantage, the mechanism of the price system, the laws of demand and supply, the impact of market interventions by the government, etc. Macroeconomic topics include the forces undergirding the performance of the gross domestic product (GDP), the forces that influence inflation and unemployment, the role of fiscal and monetary policy, the workings of money and banking, the relevance of balancing the requirements of economic growth (efficiency in the use of inputs) with the necessity of attending to the needs of both society (need for equity) and the environment (need for sustainability), etc. (4 credit hours)

BADM 318 | UNDERSTANDING FINANCIAL STATEMENTS | 4 quarter hours (Undergraduate)
Business managers as well as investors must have a basic understanding of financial statements as not only a management tool but also as a way of communicating the financial and operational well-being of a company. This course teaches students the essential elements of financial statements, their interpretation and their impact on investors and society. This is a particularly important topic and skill in light of the recent corporate financial reporting scandals plaguing Wall Street and the nation. (4 quarter hour)

BADM 329 | DATABASE DEVELOPMENT FOR MANAGING INFORMATION | 4 quarter hours (Undergraduate)
Using MS Office tools suite (in particular Access), this course takes students through the entire process for building a database system that will be used to capture, store and present information. In addition to database concepts like designs, reports and SQL queries, the students will discuss and analyze relationships between technology and society.

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 | UNDERSTANDING 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 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)

BADM 368 | STRESS REDUCTION IN THE WORKFORCE | 4 quarter hours
(Undergraduate)
In the business world, the stress on a person’s life and health has a direct impact on their productivity and creativity. Studies have shown that as stress increases in someone’s life, their productivity at work goes down. The current state of humanity and technology has created a world with a new type of stress; the pace and speed of interaction has increased to a rate where a person has to deal with an influx of information and, often, interactions with hundreds of people per day via different technologies. In this course we will study another worldview in order to develop survival skills that reduce our stress. This different worldview is the Yogic tradition from India called Kundalini Yoga. By taking this course, students will develop stress relief techniques and a sense of great purpose in their business lives. We will lower the stress level in our lives by participating in Kundalini Yoga stress reduction techniques from a video, weekly meditation exercises and textbooks. (4 credit hours)

BADM 386 | EXPLORING THE NONPROFIT WORKPLACE | 4 quarter hours
(Undergraduate)
Working in a non-profit organization can be a very rewarding experience. But how do you know what would be a good fit based on what you can offer? This exploratory course provides students with an overview of what ingredients make a non-profit successful. The lessons provide students with an understanding of how a social issue can be conceptualized into a program to form a non-profit organization. Students learn the basic operational components of an effective non-profit, explore best practices, determine how institutions impact social problems and evaluate their effectiveness. Students also reflect upon their own skills and abilities as they research or interact with non-profits to help guide them into an environment that matches their interests. The course is interactive and consists of a film, reflection, group and individual exercises, readings, discussion, research and writing. The final paper may consist of examining a social issue from an ethical perspective, analyzing the challenges faced by urban, suburban or rural settings, evaluating the effectiveness of how a social institution addresses a social problem or designing an individualized transition plan to volunteer or work in a non-profit organization. (4 quarter hours)