

The course descriptions contained in this document are sourced from the 2016-2017 West Virginia State University Catalog. Students may need to consult their respective WVSU Catalog based on when they started their education at WVSU.

Business Administration Course Descriptions

Note: All courses are three credit hours unless noted otherwise.

BA 115. Business Information Skills

The course provides an introduction to the functional disciplines of Business Administration: Accounting, Finance, Management and Marketing. The course provides a survey of the disciplines and will assist a student in choosing an area of concentrated studies leading to a degree in Business Administration. The course will begin to build the skills necessary for a successful career in business.

BA 199. Special Topics (1-3 credit hours)

A freshman-level course designed for a topic of special current interest, including televised courses. Generally designed for pre-business and non-business majors. Prerequisite(s): As stated for each offering.

BA 203. Business Statistics

An introduction to various statistical measures, including central tendency, variation and skewness. Emphasis is also placed on concepts and functions of probability theory, such as the use of binomial and normal distributions. Students will use computer applications to demonstrate their understanding of various concepts. Prerequisite(s): MATH 120.

BA 209. Mathematical Analysis for Business Decisions

Mathematical concepts relevant to the application of quantitative techniques in business. Course covers the basic concepts of finite mathematics and mathematics of finance. Prerequisite(s): MATH 120.

BA 210. Business Law I

Introduction, definitions, social forces, classifications and sources of civil law. Fundamental principles of commercial law which relate to common business transactions and occurrences based upon contractual agreements. Theoretical and practical emphasis on the rights, duties, powers and privileges incident to oral and written contracts. Analysis of the essential elements of a valid and enforceable contract. Prerequisite(s): Eligible for ENGL 101. (This course fulfills the General Education requirement in American Traditions)

BA 215. First Year Accounting I

An introduction to the financial accounting cycle from analyzing economic events to financial statement preparation and use. The course also includes a basic study of the accounting for corporate assets, liabilities, and equities, as well as financial statement analyses. Prerequisite(s): ENGL 101 and MATH 120.

BA 216. First Year Accounting II

The continuation of an introduction to accounting with major emphasis on managerial accounting and decision making. The economic ideas underlying managerial

planning and decisions, accounting for the various manufacturing environments, basic budgeting, short-term decision-making, and capital allocation represent the topical coverage. Prerequisite(s): Grade C or better in BA 215.

BA 299. Special Topics (1-3 credit hours)

A sophomore-level course designed for a topic of special current interest, including televised courses. Generally designed for business majors. Prerequisite(s): As stated for each offering.

BA 300. Statistical Sampling

Explores various types of sampling methods, including simple random, stratified random, cluster and systematic, with emphasis on estimating means and proportions and determination of sample size. Many of the topics discussed will involve computer applications. Prerequisite(s): BA 203.

BA 301. Organization and Management

This course is an introduction to the management functions performed in business organizations. It focuses on the theory and fundamental concepts of management including planning, organization, leadership and control. An in-depth review of the evolution of management thought, purpose and practice will be undertaken in the context of current market approaches and emerging theoretical concepts. Prerequisite(s): BA 115 and ENGL 102. (This course fulfills the General Education 200 requirement in the Interdisciplinary Matrix).

BA 302. Oil and Gas Accounting

An introduction to basic oil and gas accounting. Topics include financial accounting, reporting and auditing issues in the upstream, midstream, marketing and trading, downstream and oilfield services sectors of the energy industry. Prerequisite(s): BA 216 with a grade of C or higher.

BA 304. Statistical Analysis

An exploration of various analytical procedures, including hypothesis testing, t-tests, chi-square, ANOVA, correlation, regression and selected non-parametric statistics. Many of the topics discussed will involve computer applications. Prerequisite(s): BA 203.

BA 305. Principles of Marketing

Study of the tasks involved in the marketing of goods and services by both for-profit and nonprofit enterprises. Provides an overview of marketing mix decision requirements within a framework of contemporary economic, social, technological, competitive and regulatory influences. Prerequisite(s): ECON 202.

BA 306. Branding

This course will focus on the basic building blocks of growing and managing a brand, as well as advanced and special topics of brand management that will provide a well-

rounded look at issues in integrating the brand into overall marketing and company activities. Prerequisite(s): BA 305.

BA 308. Business Law II

Rights, duties, powers and privileges pertaining to principal-agent-third party relationships, together with a detailed analysis of the employer-employee relationship and comparison of the independent contractor with the employee's legal status. Additional emphasis is placed upon business organizations including the corporate entity. Prerequisite(s): Eligible for ENGL 101.

BA 309. Retailing

Factors in the economy that have affected retail merchandising and its institutions, customer motivation, customer buying habits and store policy, the problems involved in establishing a retail store. Prerequisite(s): BA 305.

BA 310. Human Resource Management

The study of effectively selecting, utilizing, assessing and developing managers as well as the role of the Human Resource Department in administering human resources in a changing and demanding environment. Experience in developing and utilizing behavioral science research methods to assess effectiveness. (Formerly Personnel Management-Human Relations) Prerequisite(s): BA 301.

BA 311. Professional Selling

Focuses on the role of personal selling within the context of the promotional mix of the firm. Topics include customer need analysis, buying motives, persuasion principles, steps of the selling process and customer service. Learning tools include participant interaction, role plays, work groups and case studies. Prerequisite(s): BA 305.

BA 312. Personal Finance

An overview of personal and family financial planning with an emphasis on financial record-keeping, planning your spending, tax planning, consumer credit, making buying decisions, purchasing insurance, selecting investments, and retirement and estate planning. Prerequisite(s): ENGL 101 and eligibility for MATH 111.

BA 313. Business Finance

This course embraces the conceptual and practical problems associated with the financial management of the non-financial corporation. Topics covered, in brief, are an analysis of fund commitments to current assets, short-term financing, evaluation and choice of capital assets, the principle issues of debt/equity mix, investment policy and dividend policy as they influence the market value of corporate claims. Prerequisite(s): BA 216 and 209. (Note: BA 216 may be taken concurrently with permission of instructor.)

BA 314. Cost Accounting

A study of cost and managerial accounting procedures and concepts as applied to service and manufacturing enterprises. Prerequisite(s): BA 216.

BA 315. Personal Income Tax Procedure

An introduction to federal taxation of individuals. A conceptual approach is emphasized. Prerequisite(s): BA 216.

BA 316. Financial Management

This course considers problems arising in the financial management of operations within non-financial firms. Coverage includes the management of operating cash flow integrated with the firm's current asset and current liability position, capital budgeting procedures, lease/buy decisions and the formulation of dividend policy. Method of instruction is case analysis and lecture. Prerequisite(s): Grade of C or better in BA 313.

BA 317. Real Estate

The course provides an introduction to the concepts of real estate finance that is based on sound economic and finance principles. A foundation of theory will allow the students to understand the structure of the real estate finance market as it changes throughout their lifetime. The goal is to apply the theoretical aspects of financial economics to explain how real estate financial institutions and markets have evolved to their present state, and why they take the form they do. Prerequisite(s): BA 313.

BA 318. Oil and Gas Law

An introduction to basic legal rules and principles governing the ownership and development of oil and gas. It covers analysis of the rights of mineral ownership, transfers of interest and the doctrine of correlative rights. Interpretation, operation and drafting of oil and gas leases will be covered extensively. Prerequisite(s): BA 308 Business Law II with a grade of C or higher or permission of the instructor.

BA 319. Risk Management & Insurance

The course provides an introduction to the concepts of risk and its management for individuals and organizations, the financial operations of insurance organizations, legal aspects of insurance and the managerial aspects of risk mitigation, underwriting and policy pricing in the global business environment. Prerequisite(s): BA 313.

BA 320. Organizational Behavior

The purpose of this course is to familiarize the student with the behavior of employees at the individual, group and organizational levels. Emphasis will be placed on the integration of application and theory. Topics to be covered include: motivation, team building, perception, attitudes, communication, conflict, stress and leadership. Prerequisite(s): Grade of C or better in BA 301; ENGL 102 and either PSYC 151 or SOC 101.

BA 323. Financial Institutions

A study of the financial management of commercial banks, life and property/casualty insurance companies, savings and loans, credit unions, mutual funds and mortgage companies. Emphasis is placed on maximizing the constraints of the fund markets, maintaining solvency, and satisfying appropriate regulatory authorities. Prerequisite(s): BA 313.

BA 325. Business Tax Topics

An introduction to taxation for entities other than individuals, such as corporations, partnerships, estates, trusts, state taxes and payroll taxes. A conceptual approach is emphasized. Prerequisite(s): BA 216.

BA 326. Governmental Accounting

A study of the objectives and practice of governmental and not-for-profit accounting. General state and local governmental accounting practices will be covered including types of fund entities, budgetary practices of self-sustaining funds, and comprehensive annual financial reports. The accounting practices of not-for-profit organizations, health care entities, and higher education institutions will be addressed as well. Prerequisite(s): BA 216.

BA 327. Principles of Health Care

A systematic overview of the U.S. health services system designed to explore the various mechanisms through which health care services are delivered. Prerequisite(s): ENGL 102.

BA 330. Accounting Information Systems

An introduction to accounting information systems from an applications approach of how to build and/or use one (using current software) and from a conceptual approach of internal controls necessary for their optimal use for a business enterprise. Prerequisite(s): Grade of C or better in BA 216.

BA 335. Consumer Behavior

Examines the consumer purchase decision process, within a framework of underlying psychological, sociological and anthropological concepts. Consideration of social and cultural influences, perception and learning, emotional and practical needs, and impact of promotional stimuli, with attention to ethical and strategic implications. Prerequisite(s): Grade of C or better in BA 305.

BA 340. Management Science

This course provides a foundation in the areas of quantitative modeling utilized in the managerial decision-making process. Emphasis is placed on the development, application and analysis of the following quantitative techniques: linear programming, transportation, forecasting, project management and decision theory. Prerequisite(s): BA 203 & 209.

BA 345. Fundamentals of E-Commerce

The course introduces concepts related to the development and delivery of the e-commerce component of a business enterprise. Many of the topics discussed will involve

computer applications and practical examples.

Prerequisite(s): BA 216, 301, 305; CS 106 or permission of instructor.

BA 346. Project Management

This course is intended to be an introduction to the field of project management. It examines project management roles and environments, the project life cycle and various techniques of work planning, process controls and evaluations so as to achieve planned objectives. The role of a project manager throughout the live primary processes of managing projects will also be presented. Prerequisite(s): BA 203 and 209.

BA 347. Entrepreneurship

The purpose of this course is to explore the many dimensions of new venture creation and growth and to foster innovation and new business formations in independent and corporate settings. We will be concerned with content and process questions as well as with formulation and implementation issues that relate to conceptualizing, developing and managing successful new ventures. Prerequisite(s): BA 301.

BA 351. Mathematical Analysis for Business Decisions II

Emphasis on differential and integral calculus and the application of these techniques to the analysis of problems in the functional areas of business administration. Prerequisite(s): BA 209.

BA 363. Intermediate Accounting I

The first in a three-course sequence providing students with a foundation in theory and a review of the accounting cycle, including preparing time- value-money calculations and financial statements. The course includes an in-depth study of generally accepted accounting principles as they apply to cash, receivables and inventories. Comparisons with International Financial Reporting Standards will be introduced as appropriate. Prerequisite(s): Grade of C or better in BA 216.

BA 364. Intermediate Accounting II

The second course in a three-course sequence designed to provide the student with a foundation in the theoretical concepts underlying the preparation of financial statements. The course includes an in-depth study of generally accepted accounting principles as they apply to selected technical areas. Comparisons with International Financial Reporting Standards will be introduced as appropriate. Prerequisite(s): Grade of C or better in BA 363.

BA 365. Intermediate Accounting III

The third course in a three-course sequence designed to provide the student with a foundation in the theoretical concepts underlying the preparation of financial statements. The course includes an in-depth study of generally accepted accounting principles as they apply to selected technical areas. Comparisons with International Financial Reporting

Standards will be introduced as appropriate. Prerequisite(s): Grade of C or better in BA 363.

BA 370. E-Marketing

Examines the Internet and emerging information technologies as they are used in marketing goods and services. Topics include, but are not limited to, strategic use of digital media to shape customer experience, determinants of competitive advantage in the digital marketplace, relevant public policy issues, and use of social media in marketing communications. Prerequisite(s): BA 335; grade of C or better in BA 305.

BA 375. Business Ethics

An examination of ethical issues in business. Interrelationships of ethics with religions, governments, both domestic and foreign, and the law will be covered. All major business disciplines will be covered. Prerequisite(s): ENGL 102.

BA 399. Special Topics (1-3 Credit Hours)

An upper-level course for a topic of special current interest, including televised courses. Prerequisite(s): As stated for each offering.

BA 401. Labor-Management Relations

A study of unionism and collective bargaining since 1933, including legislative and administrative efforts by the federal government to cope with the problems of industrial relations. Students will negotiate a simulated labor contract. Prerequisite(s): Grade of C or better in BA 301 or related experience.

BA 403. Auditing

An introduction to Generally Accepted Auditing Standards as they relate to profit-oriented enterprises. Students use a computer practice set to demonstrate the techniques of examining and documenting revenue, and acquisition, conversion, investing and financial cycle reviews. Professional ethics and legal liability are emphasized. Prerequisite(s): Grade of C or better in BA 363 and BA 364 or BA 365.

BA 405. Integrated Marketing Communications

This course examines the coordination and integration of marketing communication components for the purpose of conveying a strategic, unified and customer-focused brand message. Topics include the communication process, advertising, personal selling, public relations, sales promotion, electronic media and anticipated customer response. Prerequisite(s): Grade of C or better in BA 305.

BA 407. Insurance

Consideration of the various types of insurance policies and companies, personal and business uses of life insurance, rates, reserves, surrender value, health and accident insurance.

BA 408. Risk and Insurance

The study of business risk and insurance includes property, product and personal liability, employee dishonesty, health and accident insurance, and other related topics. Prerequisite(s): BA 313.

BA 409. Teaching Business Subjects in Secondary Schools

Teaching skill and basic business, utilization of personal and professional resources in general and specific areas of business activity, application of the principles to bring about desired learning at the secondary level. Prerequisite(s): EDUC 316.

BA 411. Sales Management

Overview of the sales organization, as well as roles and responsibilities of sales executives. Managerial issues to be examined include strategic sales planning, selection and training of salespeople, territory management, sales employee motivation, sales profitability analysis, administration of selling expenses and budgets, and sales-specific aspects of supervision. Prerequisite(s): Completion of 90 semester hours; grade of C or better in BA 305.

BA 413. Service Marketing

The role and scope of marketing in service and nonprofit organizations. Explanation of the distinctive characteristics of services and the implications of these characteristics for strategic marketing planning and execution. Issues to be examined include the role of customer expectation, behavior, and perception in satisfaction, customer relationship management by service organizations, service delivery through intermediaries, gap analysis and service-specific marketing mix considerations. Prerequisite(s): Completion of 90 semester hours; BA 335; grade of C or better in BA 305.

BA 414. Investments

An introduction to different types of securities, markets, transaction costs, security regulations and taxes. From the viewpoint of an individual investor, students investigate stocks, bonds, money markets, instruments, options, futures and mutual funds, with detailed analysis of risk/return, pricing, and value. Prerequisite(s): BA 313.

BA 416. International Finance

This course studies practical framework for understanding and conducting effective business and financial decision making by the multinational firms in an international context. This course meets the requirements of ECON 416. Prerequisite(s): ECON 201, 202 and BA 313 or ECON 410.

BA 418. Advanced Accounting I

A study of accounting topics including business combinations consolidated financial statements, partnerships and international accounting. A comparison of generally accepted accounting principles with International Financial Reporting Standards as they apply to selected technical areas

will be covered as appropriate. Prerequisite(s): Grade of C or better in BA 364.

BA 420. Senior Business Seminar

An integrative capstone course focusing on the nature, formulation and implementation of strategy/policy from the context of entire firms and their industries. The emphasis is on integrated organizational activities, encompassing top, divisional, functional and operational levels, and including perspectives from marketing, accounting, human resources and other functional areas of management. Computer simulations, case analysis and participation in class will develop students' skills in critical decision-making, collaborative efforts and formal oral and written reports. Prerequisite(s): Completion of 90 semester hours and all other core courses.

BA 421. Problems in Corporate Finance

Research techniques will be utilized in the study of advanced theoretical financial problems. These theories will then be applied to practical strategic and operating decisions faced by managers in investment companies, financial institutions and non-financial firms. This is a 100 percent case analysis course. Prerequisite(s): BA 316.

BA 424. Marketing Management

Integrates the content of other marketing courses for analysis of strategic decision options from the perspective of an organization's senior marketing decision makers. Case analysis includes both historic and contemporary decision scenarios that encompass a wide range of variables and constraints. Prerequisite(s): Completion of 90 semester hours; Grade of C or better in BA 305.

BA 425. Computer Applications in Business

Attention is focused on uses of computers in various business applications. Hands-on use of systems, utilizing packaged programs in major application areas - accounting, finance, management and marketing. Prerequisite(s): CS 106 and completion of basic BA core courses.

BA 433. Marketing Channels Management

Roles of institutions and agencies that participate in perpetuating the flow of goods and services from producers to end-user markets. Supply-chain management perspective is applied to the analysis of conflict and cooperation among channel members, as well as to strategic alliances and channel integration. Strategic marketing decision areas to be addressed also include distribution intensity, legal and contractual considerations, physical transportation/logistics and utilization of distribution-related information technology. Prerequisite(s): BA 209; grade of C or better in BA 305.

BA 436. Marketing Research

A study of the role of marketing research in marketing management and the methods by which it provides the necessary data to assess demand, understand buyers' wants

and needs, anticipate market response to marketing actions, and analyze market performance. Prerequisite(s): Completion of 90 semester hours; BA 203; Grade of C or better in BA 305.

BA 440. Operations Management

A state-of-the-art study of the operations function. The main objective is to develop operations management abilities, focusing on strategic, global and service operations. Prerequisite(s): BA 209 and BA 301.

BA 441. Business Forecasting and Fluctuations

Explores various types of forecasts, including regression and time series analysis, exponential smoothing and simulation. Many of the topics discussed will involve computer applications. Prerequisite(s): BA 203.

BA 442. Global Marketing

Focuses on opportunities and challenges presented to marketing managers when marketing goods and services across national boundaries. Emphasis on the impact of diverse cultural, ideological, linguistic, monetary and infrastructural factors upon marketing strategy alternatives and outcomes. Prerequisite(s): Completion of 90 semester hours; C or better in BA 305.

BA 449. Small Business Institute

Student teams use an analytical approach in solving practical problems of real life small business clients. All functional areas of the business program are used to best meet the needs of the client and give the student counselor the best possible experience. Prerequisite(s): 90 semester hours, 3.25 GPA, and permission of instructor.

BA 460. International Business

A study of world trade, strategies and investment, including various social, cultural, political and legal environments. The course familiarizes students with international practices in accounting, management, marketing and communications. Case studies and other assignments enhance basic concepts. Prerequisite(s): BA 301 and 305.

BA 465. International Management

This course recognizes the growing cultural diversity in most modern organizations around the world in terms of clientele, human resources and ownership. To equip managers for the challenges of global demands, emphasis is on strategic, socio-cultural, behavioral, legal-political and ethical issues as well as on the functional aspects of international management. Prerequisite(s): BA 310.

BA 466. Business Internship Advanced (1-6 credit hours)

Placement of business students in various businesses and industries in the community for the purpose of gaining on-the-job training and experience. (Graded on Pass-Fail basis except in teacher education. This course fulfills the academic capstone requirement for Business Education majors.) Prerequisite(s): Completion of minimum of 90 semester

hours and the approval of the supervising instructor and department chair.

BA 475. Change Management

The course introduces change management as a framework that has evolved from a focus on process improvement using statistical tools to a comprehensive framework for managing a sustainable business. The course also surveys the analytic tools and techniques which are useful in the design and operation of sustainable systems from supply networks to distribution channels. The material is taught from a managerial perspective, with an emphasis on where and how specific tools can be used to improve the overall performance, reduce the total cost, while increasing the sustainability of the firm's value chain. Prerequisite(s): BA 301 and ENGL 204.

BA 480. Management Information Systems

This course introduces the fundamental concepts and analytical tools that are used in the field of management information systems (MIS). Attention is directed toward MIS applications common to business environments. The primary objectives are to provide the student with a broad overview of the field of MIS and to enable development of competence in MIS decision-making. Students learn about many core issues in MIS including types of information, human-computer interaction, supply chain systems, business intelligence, and the e-commerce implications in information systems. Prerequisite(s): BA 216, 301, and 305.