

BUSINESS ADMINISTRATION (BUSADMIN)

For up-to-date information on when online courses are offered, see <https://www.uwplatt.edu/department/center-distance-learning/course-offerings> (<https://www.uwplatt.edu/department/center-distance-learning/course-offerings/>).

BUSADMIN 1210 Introduction to ERP 1 Credit

Introduction to ERP Systems covers the key processes supported by modern ERP systems. This course is designed to introduce the concept of integrated business processes. The main integration points between processes and their cross-functional nature will be explored to provide the ability to apply an integrated perspective to business processes. It will examine the core concepts applicable to all ERP environments, and explain how those concepts can be utilized to implement business processes within the SAP system.

Components: Class

BUSADMIN 1300 Global Business 3 Credits

This course will survey current issues and trends in global business. Specific emphasis will be placed on the impact of these trends on managers in the multinational organizational setting. Topics include a study of the economic, financial and legal environments of international business. In addition, trade issues and corporate strategies will be discussed.

Components: Class

GE: International Education

BUSADMIN 2100 Supply Chain Management 3 Credits

This course focuses on the principles and concepts of Supply Chain Management, as well as a review of the role of Supply Chain Management functions within an organization. Analytical and evaluative skills are developed through critical examination of theories, models, tools and techniques employed. Topics covered include Strategic Sourcing, Forecasting and Collaborative Planning, Inventory Management, Customer Relationship Management, and Service Response Logistics.

Components: Class

BUSADMIN 2330 Leadership and Management 3 Credits

An introduction to the role of management through discussion of the planning, organizing, leading, and controlling functions. Behavioral, quantitative, and qualitative aspects of managerial decision making are explored.

Components: Class

BUSADMIN 2340 Business Analytics 3 Credits

Students will learn quantitative decision making skills for managers. Particular focus will be given to understanding statistics and management science concepts, and developing the skills required to analyze data, conduct statistical hypothesis testing, and use management science techniques in business settings.

Components: Class

Prereqs/Coreqs: P. (MATH 15 or MATH 1530 or math placement level of 15 or higher) and (Excel competency or COMPUTER 1830 or BUSADMIN 1810)

BUSADMIN 2630 Introduction to Marketing 3 Credits

The study of marketing encompasses the activities involved in anticipating, managing, and satisfying demand via the exchange process. Activities include environmental analysis, marketing research, consumer analysis, product planning, distribution planning, promotion planning, price planning, and marketing management. The dynamic nature of marketing, the complex environment surrounding today's marketers, and various marketing functions, performers, and strategies are examined.

Components: Class

BUSADMIN 3010 Business Communication 3 Credits

Communication strategies and techniques used in business; practice in writing effective memos, letters and reports; oral communication skills developed in influencing group decisions and making presentations; employment correspondence and interviewing.

Components: Class

Prereqs/Coreqs: P. ENGLISH 1230 and SPEECH 1010

BUSADMIN 3030 Human Resource Management 3 Credits

An introduction to topics such as human resource planning, equal employment opportunity, selection, training and development, performance appraisal, compensation, safety and health, and employee and labor relations. The impact of laws and of societal and business trends on human resource functions is presented. Each manager's role in dealing with human resources is emphasized.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 2330 or AGBUS 1500 and completion of 30 credits

BUSADMIN 3100 Compensation Management 3 Credits

An exploration of the discipline of compensation management. The processes of job analysis and job evaluation are discussed as methods to determine internal pay equity. Market wage surveys are presented as tools to ensure external equity. Wage scale development and various employee benefit options are discussed. Other topics include wage and benefit related laws, performance appraisal, and motivation theories.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 3030

BUSADMIN 3110 Strategic Promotions Management 3 Credits

This course examines various approaches to managing a firm's promotional strategy. The concept is to manage a diverse array of promotional tools (advertising, public relations, Internet, direct mail, personal selling, sales promotions, coupons, direct response, celebrity spokespeople, premiums and other promotional tools) so that a cohesive, targeted, and integrated communication program is the result. This approach allows the firm to more effectively and efficiently use the tools of promotion to achieve marketing and sales objectives.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 2630 or AGBUS 2430

BUSADMIN 3120 Retailing 3 Credits

A study of various types of retail institutions and their characteristics. The many kinds of retail ownership options, strategy mixes, locations, organizational formats, merchandise and inventory management techniques, and promotional policies are compared and evaluated. Cases reflecting a global perspective are included.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 2630 or AGBUS 2430

BUSADMIN 3130 The Legal Environment of Business 3 Credits

This is a study of the legal and ethical environment of business and its effects on business decisions. The course includes the substantive areas of contract law, tort, criminal law, government regulation, employment law, consumer protection, antitrust, environmental law and securities law. We will also examine the ethical implications of legal disputes in business.

Components: Class

BUSADMIN 3240 E-Commerce and E-Marketing in Today's World 3 Credits

This course will cover how a business can market its products, services and ideas using Internet technology. Topics will include—but will not be limited to—e-commerce as part of the marketing mix, search engine optimization, selling through the Internet, social networking, blogs, measuring results of the e-commerce strategy and email as permission marketing.

Components: Discussion, Class

Prereqs/Coreqs: P. BUSADMIN 2630 or AGBUS 2430

BUSADMIN 3340 Management, Gender & Race 3 Credits

This course reviews the changing nature of management and explains why gender and race/ethnicity have become important concerns of business. It examines the status of women and people of color in managerial or administrative positions and discusses socialization processes, stereotypes, equal employment opportunity laws, diversity management, illegal harassment, and power in organizations. Networking, mentoring, work/life balance, and career planning also are addressed.

Components: Class

Cross Offering: ETHNSTDY 3340, WOMGENDR 3340

GE: Ethnic Studies, Gender Studies

Prereqs/Coreqs: P. 60 earned credits

BUSADMIN 3400 Personal Financial Planning 3 Credits

A study of the major financial decisions encountered by individuals. The course explores a variety of consumer problems found in a modern, complex economy. Subjects covered include the financial planning process, money management, consumer borrowing, insurance planning, budgeting, investments, and retirement and estate planning.

Components: Class

Prereqs/Coreqs: P. Junior standing

BUSADMIN 3500 Employee Training and Development 3 Credits

Employee Training and Development is an upper-division course that examines the principles and practices of these two critical processes in a variety of organizational settings. The course presents a comprehensive overview of training and development topics. Throughout the course students acquire and then demonstrate a knowledge base in each of these areas. At the end of the course, students are prepared to conduct efficient and effective training and development programs within the Human Resources department of an organization.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 3030

BUSADMIN 3530 Organizational Behavior 3 Credits

Organizations, in and of themselves, do not behave; the people within them do. This course will give students a comprehensive view of organizational theory and behavior by studying individual and group behaviors and how these interrelate with the organization's structure, systems and goals.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 2330 or AGBUS 1500

BUSADMIN 3540 Quality Management 3 Credits

Provides an understanding of the tools, language, and techniques used in the field of Quality Management. The history of the quality movement, major tenets of the field, theorists and their philosophies, and the use of basic tools of Quality Management will be covered in this course. The course focus will be project-based in a team environment.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 2330 or AGBUS 1500

BUSADMIN 3620 Corporate Finance 3 Credits

An introduction to the finance function and financial management of the firm, including techniques of financial analysis, working capital management, capital budgeting, the acquisition and management of corporate capital, and dividend policy. Analysis of how the financial manager influences the decision-making process within the firm.

Components: Class

Prereqs/Coreqs: P. ACCTING 2010 and completion of university math requirement

BUSADMIN 3630 Advertising 3 Credits

This course examines the function of advertising as a communications and promotional tool. Although each organization is different, the course will provide numerous best practices that universally apply to generate interest in a product, cause, or company. Emphasis will be placed on strategic and persuasive messaging across multiple media.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 2630 or AGBUS 2430

BUSADMIN 3640 Financial Markets and Institutions 3 Credits

A macro-finance course that deals with the financial system of the United States. Major emphasis is placed on financial markets, financial institutions, financial assets, and their interaction within the financial system framework. The course also has a focus on the management and regulation of both markets and institutions. Web assignments are an integral part of this course.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 3620

BUSADMIN 3650 International Finance 3 Credits

This course is a comprehensive study of the role of international finance in business. Topics will include the foreign exchange market, determination of interest rates, international banking, international capital markets, international investments and international corporate finance.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 3620

BUSADMIN 3700 Marketing Research 3 Credits

Marketing is an evolving field that constantly looks for improvement. Research in its various forms is the tool to inform that evolution. This course will provide both theoretical foundations and direct experience in conducting informative marketing research. Topics include formal and impromptu marketing research projects that marketing professionals might encounter in a professional setting, the research process and designs, evaluation of data, and presentation of findings.

Components: Class

Prereqs/Coreqs: P. (BUSADMIN 2630 or AGBUS 2430) and (ECONOMIC 2410 or MATH 1830 or BUSADMIN 2340)

BUSADMIN 3710 Bank Management 3 Credits

The purpose of the course is to analyze the issues involved in managing commercial banks and related financial institutions. The theory and practice of bank management will be studied with particular emphasis on the topics of asset management, and capital adequacy. Additionally, new dimensions in banking structure will be introduced.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 3620

BUSADMIN 3720 International Marketing 3 Credits

A conceptual focus on the breadth of the international marketing management area including problems, strategies and techniques, plus a survey background in such environmental factors as legal, cultural, economic, financial, and regional characteristics. The purpose is to prepare students and practicing business managers for successful operations in the world marketing environment of developing, industrial, and/or technological nations.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 2630 or AGBUS 2430

BUSADMIN 3740 Consumer Behavior 3 Credits

Consumer behavior reaches for a better understanding of the consumer buying process. It begins with an examination of basic, standard steps that consumers take while making a purchasing decision and moves into consumer motives based on various consumer cohorts. The marketing student – after having studied consumer behavior – will have a stronger appreciation for the basis of consumer needs and will be better prepared to serve them.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 2630 or AGBUS 2430

BUSADMIN 3930 Investments 3 Credits

A contemporary study of investments with a focus on past and present investment decision making, sources of information, stock investing, modern portfolio theory, and mutual fund creation and selection.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 3620

BUSADMIN 4030 Financial Decision Making 3 Credits

An analysis of actual problems encountered by financial managers from major firms. This course utilizes the case study methodology and requires heavy usage of computer application skills, particularly spreadsheet skills. The goal is to identify the problem, analyze it, and finally make a well-justified recommendation to the firm.

Components: Class

Prereqs/Coreqs: P. C- or better in BUSADMIN 3620

BUSADMIN 4120 Operations Management 3 Credits

This course focuses on quantitative decision tools which assist the manager in the planning, organizing, and controlling of operations in industrial and service organizations. Topics covered include forecasting, queuing theory, transportation models, facility layout, scheduling, inventory control, capacity planning and materials planning.

Components: Class

Prereqs/Coreqs: P. ECONOMIC 2410 or MATH 1830 or BUSADMIN 2340 or MATH 4030

BUSADMIN 4140 International Management 3 Credits

This course focuses on the management of an enterprise engaged in international business. Topics include: why international business occurs, the nature and influence of the host country environment on firms conducting international business, how international strategic alternatives for these firms are identified and evaluated, the influence of culture on managers and managerial practices, and the ethical concerns and social responsibility associated with managing international business activities.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 1300 and BUSADMIN 2330

BUSADMIN 4160 Purchasing Management 3 Credits

This course focuses on the managerial, administrative, strategic and tactical aspects of the purchasing function. Emphasis will be placed on the pertinent issues in purchasing management for both goods and services business sectors. The course will explore the managerial perspective of the core tasks and challenges required to effectively manage the purchasing function within the context of an integrated supply chain.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 2100 or consent of instructor

BUSADMIN 4200 Employee Recruitment and Selection 3 Credits

This course provides students with an understanding of these two critical processes in a variety of organizational settings. Throughout the course, students acquire and then demonstrate a knowledge base in each of these areas by completing a variety of projects. At the end of the course, students are prepared to conduct efficient and effective recruiting and selection programs within the Human Resource department of the organization.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 3030

BUSADMIN 4330 Labor-Management Relations 3 Credits

Gives an overview of the process of labor relations, in which management deals with employees who are represented by a union. The history of major labor unions and primary labor laws and court cases are covered, along with the general structure and operational aspects of today's labor organizations. Union certification, collective bargaining, and dispute resolution are discussed in detail. Students also participate in a mock labor contract negotiation project and analyze sample grievances.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 3030

BUSADMIN 4630 Marketing Management 3 Credits

The determination of market policy; marketing administration and application of principles pertaining to management of marketing resources.

Components: Class

Prereqs/Coreqs: P. BUSADMIN 2630 or AGBUS 2430 and one other marketing course and junior standing

BUSADMIN 4840 Strategic Management 3 Credits

A comprehensive review and evaluation of strategic decision-making, critical thinking, reflection, and integration of the functional organizational areas of business processes through the analysis of case studies and related readings; development of external information scanning and synthesis using resources such as Internet and scholarly business publications.

Components: Class

Prereqs/Coreqs: P. senior standing and ACCTING 2020 and BUSADMIN 1300 and BUSADMIN 2100 and BUSADMIN 2630 and BUSADMIN 3030 and BUSADMIN 3620 and ECONOMIC 2130 and ECONOMIC 2230

BUSADMIN 4950 Special Topics 1-4 Credits

Specific contemporary or other business-related issues will be explored in depth. Topics vary.

Components: Class