BUSINESS ADMINISTRATION (BADM)

BADM 201. Principles of Marketing
Credits: 3
Typically Offered: FALLSPR
An introductory course designed to cover basic marketing concepts. Discussion focuses on market segmentation, consumer behavior and marketing mix strategy of products or services.

BADM 202. Principles of Management
Credits: 3
Typically Offered: FASPSU
The study of management is approached from a system basis. It ensures the student will receive a thorough understanding of the environment, problems and duties that confront the manager. Topics include planning and decision making, organizing, controlling, and leadership.

BADM 210. Advertising I
Credits: 3
Typically Offered: FALLSPR
This course covers advertising from a marketing perspective. The focus is on planning and strategy development of an advertising program. Topics covered are campaign planning and development, marketing mix relationships, media options and buying and creative strategy.

BADM 224. Management Information Systems
Credits: 3
Typically Offered: SPRING
An introduction to management information systems, microcomputer applications in business, office information systems and systems analysis and design.

BADM 240. Sales
Credits: 3
Typically Offered: FALLSPR
An introductory course designed to study salesmanship. All aspects of selling are introduced including the psychology of selling and recommended personality traits for sales people.

BADM 260. Principles of Retailing
Credits: 3
Typically Offered: FALLSPR
Covers retail store operations - the independent retailer, the chain store, the specialty shop, the department store, etc. The operations of buying, selling, selecting personnel, pricing, markup, and markdowns are all covered. Also retail stores promotion, window display, and credit, selection of business location, layout, control and methods of computing various ratios.

BADM 274. Project Management
Credits: 3
Typically Offered: FALLSPR
This course is designed to familiarize individuals with how project management differs from general management. Additional topics include; work breakdown structure, scheduling, scope control, cost control, change control and resource planning. Students will work as a team to compete a project during this class.

BADM 281. Organizational Behavior
Credits: 3
Typically Offered: FASPSU
This course covers principles, concepts and processes involved in interpersonal relationships in an organization. Discussion focuses on individual, group and organizational situations through case studies, exercises and assessments.

BADM 282. Human Resource Management
Credits: 3
Typically Offered: FASPSU
This course covers the various processes of personnel management such as recruiting, training, motivating, and counseling. Discussion centers around the tools, techniques, and methods that can be utilized in the management of personnel in any organization.