

Managers in all types of organizations must be able to think critically, plan strategically, communicate effectively, and act decisively in an ever-changing global marketplace that is driven by a constant focus on value-added differentiation. They need to understand how the functional areas of a business must be coordinated to deliver superior value to their customers. In the Bachelor of Science (BS) in Business Administration program, students gain competencies in each of the key functional areas of business in order to position them to approach organizational challenges and opportunities with deep skills and a holistic perspective. The program focuses on developing foundational skills and knowledge in all key management functions within a global service-oriented context.

For gainful employment disclosures about this program, visit <http://west.edu/content/dam/westedu/gainful-employment/BA/52.0201-Gedt.html>

Program Learning Outcomes

1. Analyze the competitive marketplace and core internal capabilities to identify areas of competitive advantage to support a long-term sustainable positioning in today's global, service-oriented environment.
2. Support business decisions with sound and defensible corporate and personal ethical policies.
3. Identify appropriate research methods that can be used to develop deeper understanding of a business' markets, customers, and stakeholders.
4. Develop marketing solutions designed to meet current and future customer needs.
5. Analyze key financial measures of success and evaluate financial implications of strategic and tactical decisions for short- and long-term planning.
6. Develop a viable business plan for a new or existing venture that addresses internal and external drivers of success and obstacles to implementation.
7. Describe the interdependence of the functional areas and processes of an organization.
8. Isolate and categorize the skills needed for managing people and processes across a range of functional areas and cultural environments in competitive, global markets.
9. Assess the role of operations in the value creation and

delivery processes.

10. Evaluate information systems required to support an effective enterprise and drive competitive advantage.

Required Course of Study

General Education Core Requirements - 51 credits

Elective Courses - 21 credits

Major Requirements - 45 credits

Capstone - 3 credits

Credits Required for Degree: 120

Major Course Descriptions

Major Requirements – 45 credits

FIN 317 Financial Management*

This course introduces students to the theories and concepts of financial management and the role of financial managers. Students gain insight into the effects of financial decisions on cash flow and franchise value as well as how choices are influenced by risk analysis. Topics include financial statements, asset management, capital markets, and interest rates.

*Prerequisite: ACC 200 or ACC 203

HRM 335 Human Resources Management

This course provides a general overview of the key employment practices necessary to effectively manage human resources within an organization. Students learn the process of planning, recruiting, selecting, training, and evaluating employees. Topics include federal and state regulation compliance, company policies and procedures, and contemporary trends in human resources.

INB 200 International Business

This course surveys the financial, socioeconomic, legal, and political factors involved when expanding a business outside national borders. Students analyze the interrelationships between people and cultures when making business decisions and completing transactions. Topics include international trade theories, operational strategies, domestic and foreign economies, and foreign market analysis.



IT 316 Analysis and Design of Information Systems

This course explores various methodologies for the development of information systems. Students gain an understanding of principles and concepts as they walk through hypothetical cases that emphasize each phase of the development process. Topics include the analysis, design, programming, implementation, and maintenance of information systems.

MGT 240 Organization Theory and Behavior

This course introduces the principles, philosophies, and theories of management and organizational behavior as used in both public and private organizations. Students explore these ideas through realistic case studies, group exercises, and self-assessment. Themes include organization theory, individual and group dynamics, conflict resolution, and decision making.

MGT 252 Political, Legal, and Ethical Issues in Business

This course explores how government policies and regulations affect business management, business transactions, and personnel management. Students explore how to balance corporate and community commitments while maintaining a successful business model. Subjects include key legal functions affecting business operations, ethical business practices, contracts, management of business property (personal and intellectual), product liability, labor relations, and personnel management.

MGT 337 Supervision and Leadership

This course demonstrates the difference between being a manager and being a transformational leader. Students engage in self-analysis to identify and implement leadership strengths, as well as overcome weaknesses. Topics include effective management styles, communication strategies, motivation techniques, and labor relations.

MGT 370 Operations Management*

This course provides a thorough investigation of how an organization manages its activities, decisions, and responsibilities. Students learn quantitative methods for achieving success as an operations manager, as well as within an operating department. Topics include corporate and operational strategies, scheduling, forecasting, logistics, and customer satisfaction.

*Prerequisite: RES 211

MGT 429 Digital Business Strategies and Applications

This course examines digital business strategies and applications from a nontechnical perspective and provides an overview of the digital business environment. Students familiarize themselves with the methods, challenges, benefits, and risks of digital business. Subjects include electronic communication systems, software applications, operational and financial objectives, customer service, and competitive advantage.

MGT 452 Managerial Communication

This course addresses basic communication theories and examines the key concepts that contribute to effective managerial and organizational communication. Students engage in activities designed to improve professional writing, speaking, and presentation skills.

MGT 466 Organizational Change*

This course concentrates on the necessity of change within an organization, as well as the impact of that change on organizational systems and personnel. Students determine how to successfully identify the need for change, as well as develop an appropriate plan for its implementation. Subjects include internal and external assessment, creating and sustaining a competitive advantage, and negotiation processes.

*Prerequisite: MGT 240

MGT 477 Entrepreneurship and Intrapreneurship

This course fosters the development of an entrepreneurial perspective within any organization. Students will learn to evaluate entrepreneurial and intrapreneurial opportunities, with a focus on understanding the critical factors necessary for successful launch and growth of a new venture.

MGT 481 Service Excellence

This cross-functional course prepares students to take a broad integrative approach to organizational challenges and opportunities through an understanding of how value-added processes create differentiation in service-driven organizations. Students will explore the opportunities and challenges involved in integration of marketing and operations, back-end and customer-facing, and executive and staff functions. The course will also demonstrate the importance of closing the loop on service

improvements by developing accessible, reliable and useful customer satisfaction measures.

MKT 308 Marketing Management

This course illustrates the importance of marketing in modern global business and introduces critical strategies for success. Students learn to manage internal resources while fostering external relationships with vendors, partners, and customers. Topics include marketing plan components, product introduction and promotion, market segmentation, pricing, and distribution channels.

MKT 476 Integrated Marketing Communications

This course introduces students to the full range of communication options currently available to organizations, including promotion, advertising, sponsorship, direct response, public relations, paid and non-paid search and social media. The focus of the course will be on preparing students to develop integrated communication plans whose results are measurable against relevant and meaningful organizational objectives. Students will be prepared to evaluate the ever-changing gamut of new communication options through exposure to conceptual frameworks and analytical tools.

Capstone Course Descriptions

Capstone – 3 credits

BUS 485 Business Administration Capstone*

This course provides students with the opportunity to demonstrate their ability to integrate the competencies acquired in the General Education and Management Core, with the functional, conceptual, and analytic skills developed through the BS BA Major classes. Through project-based assignments, students apply the frameworks and concepts learned throughout the program to real-world problems. Mastering these skills requires both an integrated, holistic perspective and specific functional expertise. Subjects incorporated in these assignments include management, finance, marketing, strategy, information technology, human resources, and ethics in a global environment.

*Prerequisite: 114 credits