BUSINESS ADMINISTRATION (BA)

BA F151X Introduction to Business (s) 3 Credits
Business organization, business theory and the nature of major business functions such as management, finance, accounting, marketing and personnel administration are the main components of this course. This course will also focus on the methods and data required to research and analyze good business practices and decisions while developing these major business functions. Additionally, this course will review opportunities and requirements for professional business careers.
Attributes: UAF GER Social Sciences Req
Lecture + Lab + Other: 3 + 0 + 0

BA F235 Entrepreneurship 3 Credits
Offered As Demand Warrants
This course takes a hand-on, problem-based learning approach that works through real problems faced by entrepreneurs and small business owners. Using real-world scenarios and exercises throughout, the student will gain experience in the roles of small business, financial analyst, marketer and business owner in order to find solutions. A business research approach preparing students to help themselves and others within their community to complete a feasibility study.
Prerequisites: BA F151X; ACCT F261X.
Lecture + Lab + Other: 3 + 0 + 0

BA F241 Advertising, Sales and Promotion 3 Credits
Offered Fall or Spring
Advertising, publicity, sales management, sales promotion, direct marketing and the interrelationships necessary for effective promotions in domestic or international, small or large, goods or services, and for-profit or nonprofit organizations.
Lecture + Lab + Other: 3 + 0 + 0

BA F253 Internship in Business 1-3 Credits
Supervised work experience in an approved position related to the student’s career interests or objectives. Number of credits depends on type of position and time worked. No student can count more than eight internship credits towards a degree.
Prerequisites: Approval of program or department head.
Lecture + Lab + Other: 1-3 + 1-3 + 0

BA F254 Personal Finance 3 Credits
Emphasis on personal investments and financial management.
Lecture + Lab + Other: 3 + 0 + 0

BA F280 Sports Leadership 3 Credits
Offered As Demand Warrants
Provides leadership theory and develop leadership skills for application internal and external to their sport. Focus on the identification and development of leadership skills/abilities and application within the classroom, a sport and for an on-campus project. This course is cross-listed with LEAD F280.
Lecture + Lab + Other: 3 + 0 + 0

BA F281 Sports Management 3 Credits
Offered As Demand Warrants
Provides a basic understanding of managing amateur and professional sports organizations and the legal issues involved. Topics such as stadium financing, risk management contracts and human resource management, public versus private sector labor laws, collective bargaining and drug testing will be examined.
Prerequisites: Sophomore standing.
Lecture + Lab + Other: 3 + 0 + 0

BA F305 Leadership Alaska: Making a Difference (s) 4 Credits
Offered Spring
A leadership seminar and practicum which will involve building community, developing networks, learning leadership theories, understanding civic responsibility, and creating an action project through which the student becomes a leader.
Prerequisites: Either be an Alaska Scholar; an Honors student; a member of the National Society of Collegiate Scholars; have a 3.25 GPA; or permission of instructor.
Lecture + Lab + Other: 4 + 0 + 0

BA F307 Introductory Human Resources Management 3 Credits
Introduction to management principles and personnel practice in industry, analysis of labor-management problems, methods and administration of recruiting, selecting, training and compensating employees, and labor laws and their applications.
Prerequisite: ENGL F111X or equivalent.
Lecture + Lab + Other: 3 + 0 + 0

BA F317 Employment Law (W) 3 Credits
Offered Fall or Spring
Basic personnel and human resource management law, including labor law and current management practices in administering collective bargaining agreements. Emphasis on the major federal and Alaska state laws affecting personnel management.
Prerequisites: BA F307 or concurrent enrollment; ENGL F111X; ENGL F211X or ENGL F213X.
Lecture + Lab + Other: 3 + 0 + 0

BA F323X Business Ethics (h) 3 Credits
Offered Fall, Spring, Summer; As Demand Warrants
A grounding in ethical theories and basic issues of moral thought, with examples which highlight the pitfalls in practical ethics which future managers are likely to face, and the need to design organizations so as to promote ethical behavior.
Attributes: UAF GER Ethics Req
Lecture + Lab + Other: 3 + 0 + 0

BA F325 Financial Management 3 Credits
Time value of money, bond and stock valuation, capital budgeting, risk-return trade-offs and option pricing.
Prerequisites: ACCT F261X; ECON F201X; ECON F202X; ECON F227; MATH F230X or MATH F251X.
Lecture + Lab + Other: 3 + 0 + 0
BA F330  The Legal Environment of Business  
4 Credits  
The judicial system, legal processes, administrative procedures, law of  
torts, contract and agency government regulation of business, business  
ethics, corporate social responsibility and the uniform commercial code.  
Lecture + Lab + Other: 4 + 0 + 0  

BA F343  Principles of Marketing  
3 Credits  
Management of a firm's marketing effort focusing on products,  
distribution, pricing and promotion to targeted consumers. Practices  
appropriate to domestic or international, small or large, goods or services,  
and for-profit or nonprofit organizations included.  
Prerequisites: ENGL F111X or equivalent; COMM F131X or COMM F141X  
or equivalent.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F349  Sales Management  
3 Credits  
Lecture + Lab + Other: 3 + 0 + 0  

BA F360  Operations Management  
3 Credits  
Operations management with an emphasis on systematic planning,  
design and operation of the processes that produce goods and deliver  
services that customers recognize to be of superior quality. Topics  
include operations strategy, process design, quality control, statistical  
process control, project scheduling, material requirements planning and  
just-in-time systems.  
Prerequisites: AJS F101; ECON F227.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F390  Organizational Theory and Behavior  
3 Credits  
Understanding how and why organizations behave as they do, assessing  
whether the behavior is functional or dysfunctional, and learning to  
understand and change motivation, leadership, communications, group  
dynamics, conflict management, layout, technology, structure and  
policies to create high-functioning organizations.  
Prerequisite: ENGL F111X or equivalent.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F423  Investment Analysis  
3 Credits  
Offered Spring  
Introduction to investment analysis. Presents an understanding of the  
investment environment and analytical tools in investing. Intended for  
undergraduate students.  
Prerequisites: BA F325; ENGL F111X; ENGL F211X or ENGL F213X.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F424  Real Estate and Alternative Investments  
3 Credits  
Offered Spring  
Develop skills required to value and finance residential and commercial  
real estate. Financing instruments, markets and taxation issues specific  
to real estate are covered in the first half; alternative investments such as  
REITs will be presented in the second half of the course.  
Prerequisites: BA F325.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F436  Consumer Behavior  
3 Credits  
Offered Fall or Spring  
Effects of nationality, culture, social class, family, personality, symbolism  
and persuasion on consumptive behavior. Qualitative methodologies  
such as focus groups covered.  
Prerequisites: BA F343 or PSY/SOC F330.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F445  Marketing Research  
3 Credits  
Offered Fall or Spring  
Basic processes and tools of marketing research with emphasis on  
utilization of research findings as an integral part of the managerial  
decision-making process. Techniques of qualitative and quantitative  
data-gathering and analysis to solve a marketing problem. Practices  
appropriate to domestic or international, small or large, goods or services,  
and for-profit or nonprofit organizations.B.A. standing; permission of  
the SOM advisor.  
Prerequisites: BA F343; ECON F227; ENGL F111X; ENGL F211X or  
ENGL F213X; upper division B.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F447  Compensation Management  
3 Credits  
Offered Fall or Spring  
Theory and practice of wage and salary, benefits and risk management.  
Planning, administration, auditing, adjusting and budgeting for  
compensation and risk.  
Prerequisites: BA F307; COMM F131X or COMM F141X; ENGL F111X;  
ENGL F211X or ENGL F213X.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F453  Internship in Business Administration  
1-3 Credits  
Offered As Demand Warrants  
A supervised practical work experience to enable students to apply their  
course work in a business environment. Admission dependent upon  
approved sponsorship arrangements. Repeated for a maximum of six  
credits.  
Prerequisites: Accumulative 3.0 GPA in ACCT and BA courses.  
Lecture + Lab + Other: 0 + 2-9 + 0  

BA F454  Student Investment Fund  
3 Credits  
Hands-on experience in portfolio management. Students will be making  
investment and diversification decisions affecting the $500,000 Student  
Investment Fund.B.A. standing; permission of the SOM advisor or  
instructor.  
Prerequisites: COMM F131X or COMM F141X; BA F325 or equivalent;  
upper division B.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F455  Portfolio Management  
3 Credits  
The second course involved with the hands-on management of the  
$500,000 Student Investment Fund. Students will carry out the duties of  
officers of the fund and will be responsible for portfolio diversification  
and management decisions affecting the fund.B.A. standing; permission  
of the SOM advisor or instructor.  
Prerequisites: BA F454; upper division B.  
Lecture + Lab + Other: 3 + 0 + 0
BA F456  Small Business Management  (W)
3 Credits
Offered Fall or Spring
Operations and special problems of the small business with emphasis on both existing firms and new ventures. Starting new businesses, buying going concerns, acquiring and operating franchises, establishing lines of credit, management, legal matters, profit planning, pricing, inventory levels, record systems, tax regulations and employee supervision.
Prerequisites: ACCT F261X; ACCT F262; ENGL F111X; ENGL F211X or ENGL F213X.
Lecture + Lab + Other: 3 + 0 + 0

BA F457  Training and Management Development
3 Credits
Offered Fall or Spring
Theory and practice of employee training programs, needs assessments, learning theories, instructional design, training techniques and evaluation, management development and career development techniques and practices.
Prerequisites: BA F307.
Lecture + Lab + Other: 3 + 0 + 0

BA F460  International Business  (O)
3 Credits
Offered Fall or Spring
Relationships among nations with particular emphasis on the business, economic, and sociocultural institutions that influence the performance of managers. Formulation of objectives, strategies and organizational structures within the context of international diversity.
Prerequisites: COMM F131X or COMM F141X.
Recommen...