### BUSINESS ADMINISTRATION (BA)

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Prerequisites</th>
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<tr>
<td>BA F151X</td>
<td>Introduction to Business</td>
<td>(s) 3</td>
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<td>UAF GER Social Sciences Req</td>
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<td>BA F235</td>
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<td>BA F151X; ACCT F261X.</td>
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<td>BA F241</td>
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<td>BA F151X</td>
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<td>BA F253</td>
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<td>1-3</td>
<td>WRTG F111X; COJO F131X or COJO F141X or SPRT F281X.</td>
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<td>BA F254X</td>
<td>Personal Finance (s)</td>
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<td>BA F280</td>
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<td>BA F281X</td>
<td>Introduction to Sport Management</td>
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<td>BA F305</td>
<td>Leadership Alaska: Making a Difference</td>
<td>(s) 4</td>
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<tr>
<td>BA F307</td>
<td>Introductory Human Resources Management</td>
<td>3</td>
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<tr>
<td>BA F308</td>
<td>Professional Development: How to Prepare for a Job and Other Survival Skills</td>
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<td>Offered As Demand Warrants</td>
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</table>
BA F309    Professional Development: Finding a Career  
1 Credit  
Offered As Demand Warrants  
The course involves the development and use of skills in critical analysis and composition of business and personal communications. This includes evaluating the mechanics and content of resumes, letters, reports and memoranda. The course is designed to give students a comprehensive view of planning and implementation of career advancement strategies, crafting an effective social media presence, interviews, second round interrogations and site visits.  
Prerequisites: WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X; BA F308.  
Lecture + Lab + Other: 1 + 0 + 0  

BA F310    Professional Development: Being Successful in Your Career  
1 Credit  
Offered As Demand Warrants  
The course involves the development and use of skills in critical analysis and composition of business and personal communications. This includes evaluating the content of resumes and cover letters. The course is designed to give students a comprehensive view of planning and implementation of career advancement strategies, such as interviews, negotiations, networking skills, how to run meetings and facilitate presentations, conflict management, ethics, using social media and networking career advancement, and the interpersonal skills necessary to be effective in a business.  
Prerequisites: WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X; BA F308.  
Lecture + Lab + Other: 1 + 0 + 0  

BA F317    Employment Law  
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; WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F323X    Business Ethics  
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.  
Prerequisites: Junior standing.  
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: WRTG F111X; COJO F131X or COJO F141X.  
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: AIS 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: WRTG F111X.  
Lecture + Lab + Other: 3 + 0 + 0  

BA F421    Business Analytics  
3 Credits  
Offered As Demand Warrants  
This class provides an introduction and application of data analytics in accounting and business contexts. Students will develop an understanding of analytic concepts and how they apply to the investigation of business data relationships and trends.  
Prerequisites: ECON F227X or STAT F200X; ACCT F261X; MATH F122X.  
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; WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.  
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 F443  Social Media Marketing  
3 Credits  
Offered As Demand Warrants  
The purpose of this course is to give you an understanding of the concepts, methods and practices utilized for social media marketing (SMM) by large firms, small businesses and non-profits. You will learn to prepare, implement and measure a social media marketing campaign. Topics of interest include how consumers respond to and interact with social media, how businesses develop an effective social media campaign, how to set social media marketing goals and how to measure results. After completing this course, you will be a more sophisticated consumer as well as be able to assemble a basic social media plan for an organization.  
Prerequisites: BA F343; AIS F101.  
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; or permission of the SOM advisor.  
Prerequisites: BA F343; ECON F227; WRTG F111X; WRTG F211X; WRTG F212X; WRTG F213X or WRTG F214X; 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; COJO F131X or COJO F141X; WRTG F111X; WRTG F211X; WRTG F212X; WRTG F213X or WRTG F214X.  
Lecture + Lab + Other: 3 + 0 + 0

BA F452  Real Estate Investment Fund  
3 Credits  
Offered As Demand Warrants  
In this course, students will manage UAF's Real Estate Investment Trust Fund. The fund (currently valued at approximately $300,000) aims to outperform the MSCI REIT Index on a risk-adjusted basis. Students will manage all investment decisions, per the REIT Fund by-laws, with the support of their faculty advisor.  
Prerequisites: BA F454 and BA F455.  
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.  
Prerequisites: COJO F131X or COJO F141X; BA F325; upper division BBA standing; permission of the SOM advisor or instructor.  
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.  
Prerequisites: BA F454; upper division BBA standing; permission of the SOM advisor or instructor.  
Lecture + Lab + Other: 3 + 0 + 0

BA F456  Small Business Management  
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; WRTG F111X; WRTG F211X; WRTG F212X; WRTG F213X or WRTG F214X.  
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 F458  Internship in Business Administration  
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 F459  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.  
Prerequisites: COJO F131X or COJO F141X; BA F325; upper division BBA standing; permission of the SOM advisor or instructor.  
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: COJO F131X or COJO F141X.
Recommended: Senior standing.
Lecture + Lab + Other: 3 + 0 + 0

BA F461  International Finance
3 Credits
Offered Fall or Spring
Development of analytical skills, logical thought processes and information literacy necessary to make and implement investment decisions in a global setting.
Prerequisites: BA F325.
Lecture + Lab + Other: 3 + 0 + 0

BA F462  Corporate Strategy  (O)
3 Credits
An integrative approach to strategy formation and implementation to achieve organization goals. Students will be introduced to theoretical perspectives and associated methodologies directed toward resolving the unstructured problems and opportunities which confront general managers at the highest levels of an organization. B.A. standing; or permission of the SOM advisor.
Prerequisites: COJO F131X or COJO F141X; ACCT F262; BA F325; BA F343; BA F360; BA F390; ECON F321 or ECON F322 or ECON F324 or ECON F350; upper division B.
Lecture + Lab + Other: 3 + 0 + 0

BA F467  Current Topics in Management
3 Credits
Offered Fall or Spring
Examines current management trends with regard to major theories and practices in the field. Topics of interest could include organizational development, performance appraisal, personnel selection and international human resources management.
Prerequisites: BA F307; BA F390.
Lecture + Lab + Other: 3 + 0 + 0

BA F470  Leadership Theory and Development
3 Credits
Offered Alternate Spring
A guide for interpreting leadership theory and research as well as practical advice on how to be a better leader. The course acts as a review of all functional leadership theories, how the theories relate to one another, and how students can apply the leadership theories to their own personal development.
Prerequisite: WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X; COJO F131X or COJO F141X; BA F390.
Lecture + Lab + Other: 3 + 0 + 0

BA F472  Leading Change
3 Credits
Offered Alternate Fall
The course is designed to explore some of the technologies for intervening in organizations to develop their capability and to achieve change. We explore the way in which change agents deal with their conflicting demands. The thrust of the text is how to become a leading change agent within an organization and extend your understanding and application of key concepts and theories.
Prerequisites: WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X; COJO F131X or COJO F141X; BA F390.
Lecture + Lab + Other: 3 + 0 + 0

BA F481  Entertainment and Sport Event Management
3 Credits
Offered As Demand Warrants
This course is designed to provide the student with knowledge pertaining to the various aspects of managing a public sport and/or entertainment event and their production. Some of the topics discussed include economic impact, sponsorship, risk management, staff and volunteers, customer service, concessions, crowd management and technology. Sport will also be discussed from a unique Alaskan viewpoint, as a sport often takes the form of an event and/or entertainment that differs from the traditional "professional sporting event".
Prerequisites: BA F343, BA F281X; COJO F141X.
Cross-listed with SPRT F481.
Lecture + Lab + Other: 3 + 0 + 0

BA F482  Sport Marketing
3 Credits
This course provides a decision-orientated overview of sport marketing management in sport organizations. This course is designed to acquaint students with comprehensive fundamental theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application to the sport industry. Accordingly, the most basic objectives of the course are to provide you with a broad introduction to sport marketing concepts, the role of sport marketing in society, the role of sport marketing within organizations and the various factors that influence marketing decision-making.
Prerequisites: BA F343, BA F281X; COJO F141X.
Cross-listed with SPRT F482.
Lecture + Lab + Other: 3 + 0 + 0

BA F483  Sport Sales
3 Credits
This course is designed to provide the student with knowledge pertaining to the various aspects of sales and ticketing techniques to help them in their pursuit of employment. Some of the topics discussed include ticket distribution, customer service, ticketing software as well as real-life ticket sales campaigns. Sport sales will also be discussed from a unique Alaska viewpoint, as sport sales can differ from the traditional "professional sporting event" with the unique nature of Alaskan entertainment and sport.
Prerequisites: BA F343, BA F281X; COJO F131X or COJO F141X.
Cross-listed with SPRT F483.
Lecture + Lab + Other: 3 + 0 + 0
BA F490  Services Marketing
3 Credits
Offered Fall or Spring
Marketing principles in the service sector with special emphasis on such service industries as banking, healthcare, recreation, retailing and tourism. Includes practices appropriate to domestic or international, small or large, and for-profit organizations.
Prerequisites: BA F343.
Lecture + Lab + Other: 3 + 0 + 0

BA F491  Current Topics in Marketing
3 Credits
Offered Fall or Spring
Examines current marketing trends with regard to production, distribution, promotion, pricing and target markets. Focus on trends in Alaska, the U.S. and worldwide. Course may be repeated for credit when content varies.
Prerequisites: BA F343.
Lecture + Lab + Other: 3 + 0 + 0

BA F692  Seminar
1-6 Credits
Lecture + Lab + Other: 1-6 + 0 + 0

BA F692P  Seminar
1-6 Credits
Lecture + Lab + Other: 1-6 + 0 + 0

BA F698  Research
1-9 Credits
Lecture + Lab + Other: 0 + 0 + 0

BA F699  Thesis
1-9 Credits
Lecture + Lab + Other: 0 + 0 + 0