

BUSINESS ADMINISTRATION (BA)

BA F151X Introduction to Business (s)

3 Credits

Offered Fall, Spring and Summer

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 hands-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 As Demand Warrants

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

Offered As Demand Warrants

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 F254X Personal Finance (s) (s)

3 Credits

Offered Fall, Spring and Summer

This course will give you the ability to use your knowledge and skills to manage your financial resources effectively for a lifetime of financial well-being. You will learn personal finance concepts and information as well as practical application that will empower you to save, budget, avoid debt and spend wisely. You will take what you learn and start practicing sound financial habits throughout the semester that will serve you well for the rest of your life.

Attributes: UAF GER Social Sciences Req

Lecture + Lab + Other: 3 + 0 + 0

BA F280 Sport Leadership

3 Credits

Offered Fall

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.

Cross-listed with LEAD F280; SPRT F280.

Lecture + Lab + Other: 3 + 0 + 0

BA F281X Introduction to Sport Management

3 Credits

Offered Fall, Spring and Summer

Provides a basic understanding of the methods employed to manage amateur and professional sports organizations and the legal issues involved. Topics such as stadium financing, risk management contracts and human resource management, data collection, public versus private sector labor laws, collective bargaining and drug testing will be examined. Basic management techniques, theory and problems associated with the field sport management are discussed along with history and current trends in sport management.

Cross-listed with SPRT F281X.

Attributes: UAF GER Social Sciences Req

Lecture + Lab + Other: 3 + 0 + 0

BA F307 Introductory Human Resources Management

3 Credits

Offered Fall, Spring and Summer

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: WRTG F111X.

Lecture + Lab + Other: 3 + 0 + 0

BA F308 Professional Development: How to Prepare for a Job and Other Survival Skills

1 Credit

Offered Fall, Spring and Summer

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 and emails. The course is designed to give students a comprehensive view of planning and implementation of career advancement strategies, interviews, career action plans and other job seeking skills used in business etiquette, dress, personal brand and culture.

Prerequisites: WRTG F111X; COJO F131X, COJO F141X or COJO F121X; BA F151X (may be taken concurrently), ACCT F261X (may be taken concurrently) or AIS F101 (may be taken concurrently).

Crosslisted with BAM F308.

Lecture + Lab + Other: 1 + 0 + 0

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.

Cross-listed with BAM F309.

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.

Cross-listed with BAM F310.

Lecture + Lab + Other: 1 + 0 + 0

BA F317 Employment Law (W)

3 Credits

Offered As Demand Warrants

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 (h)

3 Credits

Offered Fall, Spring and Summer

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

Offered Fall, Spring and Summer

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 F122X.

Lecture + Lab + Other: 3 + 0 + 0

BA F330 The Legal Environment of Business

4 Credits

Offered Fall, Spring and Summer

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

Offered Fall, Spring and Summer

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 F360 Operations Management

3 Credits

Offered Fall, Spring and Summer

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 F375 Introduction to Esports Management

3 Credits

Offered Fall

This course is designed to introduce students to business concepts related to the esports industry. Students will be exposed to topics including: the definition of esports, content marketing, event management, management, governance and legal aspects of esports.

Prerequisites: WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.

Cross-listed with SPRT F375.

Lecture + Lab + Other: 3 + 0 + 0

BA F390 Organizational Theory and Behavior

3 Credits

Offered Fall, Spring and Summer

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 F391 Alaska Native Corporations: A Historical and Contemporaneous Perspective (an, a)

3 Credits

Offered As Demand Warrants

Explore management within Alaska Native Corporations to understand the cultural origins and behavioral adaptations unique to these organizations. Alaska Native Claims Settlement Act, Alaska National Interest Lands Conservation Act, indigenous leadership, cultural anthropology, contrasting cultural values and managing and maintaining organizational culture will be covered.

Prerequisites: WRTG F111X and junior standing.

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 F227 or STAT F200X; ACCT F261X; MATH F122X.

Lecture + Lab + Other: 3 + 0 + 0

BA F423 Investment Analysis (W)

3 Credits

Offered As Demand Warrants

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 As Demand Warrants

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 (s)

3 Credits

Offered 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 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 (W)

3 Credits

Offered As Demand Warrants

Basic processes and tools of marketing research emphasizing 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 marketing problems. 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 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.

Prerequisites: Accumulative 3.0 GPA in ACCT and BA courses.

Special Notes: Repeated for a maximum of six credits.

Lecture + Lab + Other: 0 + 2-9 + 0

BA F454 Student Investment Fund (O)

3 Credits

Offered Fall and Spring

Hands-on experience in portfolio management. Students will be making investment and diversification decisions affecting the \$1.6 million 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

Offered Fall and Spring

The second course involved with the hands-on management of the \$1.2 million 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 F457 Training and Management Development

3 Credits

Offered Fall, Spring and Summer

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 Real Estate Investment Fund

3 Credits

Offered Fall and Spring

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 F460 International Business (0)

3 Credits

Offered Fall and 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

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 (0)

3 Credits

Offered Fall and Spring

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 As Demand Warrants

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 As Demand Warrants

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 As Demand Warrants

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 Event Management

3 Credits

Offered Fall, Spring and Summer

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. Topics discussed include economic impact, sponsorship, risk management, staff and volunteers, customer service, concessions, crowd management and technology.

Prerequisites: BA F343; BA F281X or SPRT F281X; COJO F121X, COJO F131X or COJO F141X.

Cross-listed with SPRT F481.

Lecture + Lab + Other: 3 + 0 + 0

BA F482 Sport Marketing

3 Credits

Offered Spring

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.

Prerequisites: BA F343; BA F281X or SPRT F281X; COJO F121X, COJO F131X or COJO F141X.

Cross-listed with SPRT F482.

Lecture + Lab + Other: 3 + 0 + 0

BA F483 Sport and Recreation Sales

3 Credits

Offered Fall

This course is designed to provide the student with knowledge pertaining to the various aspects of sales and pricing techniques used within sport and recreation organizations. Some of the topics discussed include ticket distribution, customer service, software and real-life sales campaigns.

Prerequisites: BA F343, BA/SPRT F281X; COJO F121X, COJO F131X or COJO F141X.

Cross-listed with SPRT F483.

Lecture + Lab + Other: 3 + 0 + 0

BA F484 Legal Aspects of Sport and Recreation Management

3 Credits

Offered As Demand Warrants

This course will focus on the three major areas of law that have a direct impact on the management of sport and recreation: tort liability and risk management; contract law; and constitutional law.

Prerequisites: SPRT F281X.

Cross-listed with SPRT F484.

Lecture + Lab + Other: 3 + 0 + 0

BA F485 Sport and Recreation Facilities

3 Credits

Offered Fall

This course provides a foundation for the planning process, operations, and specific design features for various park, recreation, and sport facilities. This course is designed to provide students the opportunity to learn multiple aspects of sports facilities and the management of events held at these facilities.

Prerequisites: SPRT F281X, BA F281X, SPRT F280 or BA F280.

Cross-listed with SPRT F485.

Lecture + Lab + Other: 3 + 0 + 0

BA F486 Entrepreneurship in Outdoor Recreation Industries (a)

3 Credits

Offered Spring

This course is an introduction in the development and management of outdoor recreation businesses. Topics covered include business plan development, financial structures, and risk management specific to remote recreation businesses commonly found in Alaska, such as big-game commercial services, sport fishing operations, remote expediting, and aviation-related services.

Prerequisites: WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X; BA/SPRT F281X.

Cross-listed with SPRT F486.

Lecture + Lab + Other: 3 + 0 + 0

BA F488 Sport Analytics

3 Credits

Offered Fall, Spring and Summer

This course is an introduction to the application of analytical tools and techniques used within the sports industry. It will discuss theory, development, and application of analytics in the sports industry.

Prerequisites: SPRT F280 or SPRT F281X.

Crosslisted with SPRT F488.

Lecture + Lab + Other: 3 + 0 + 0

BA F490 Services Marketing

3 Credits

Offered As Demand Warrants

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 As Demand Warrants

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