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 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 F101X; ECON F102X; 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.
Prerequisites: WRTG F111X.
Lecture + Lab + Other: 3 + 0 + 0
BA F391  Alaska Native Corporations: A Historical and Contemporaneous Perspective  (an)  3 Credits
Offered As Demand Warrants
Explore management within Alaska Native Corporations to understand the cultural origins and behavioral adaptions 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
Business Administration (BA) 3

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 F435  Entrepreneurship  3 Credits
Offered As Demand Warrants
This course will provide students with the steps toward starting and growing their own business and entrepreneurial ventures for other businesses. They will learn methods, mindset and approaches necessary to form a business. Upon completion, students will have the resources, behaviors and confidence to develop a new venture.
Prerequisites: BA F151X; ACCT F261X or BAM F352.
Crosslisted with BAM F435.
Lecture + Lab + Other: 3 + 0 + 0

BA F436  Consumer Behavior  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.
Prerequisites: BA F343; ECON F227; WRTG F111X; WRTG F211X; WRTG F212X; WRTG F213X or WRTG F214X; upper division Bachelor of Business Administration standing or permission of the SOM advisor.
Lecture + Lab + Other: 3 + 0 + 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 (may be taken concurrently); 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  (O)
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  (O)
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 F281X/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, SPRT F280 or BA F280.  
**Cross-listed with** SPRT F485.  
**Lecture + Lab + Other:** 3 + 0 + 0

BA F486  Entrepreneurship in Outdoor Recreation Industries  
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