### 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 F254X  Personal Finance (s)**
(s)
3 Credits
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 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.

**Cross-listed with** LEAD F280; SPRT F280.
**Lecture + Lab + Other:** 3 + 0 + 0

**BA F281X  Introduction to Sport Management**
3 Credits
Offered As Demand Warrants
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 F305  Leadership Alaska: Making a Difference (s)**
(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.
**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:** 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 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 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 or COJO F141X or COJO F121X; BA F151X or ACCT F261X.
**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.

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.

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

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.  
Prerequisites: Junior standing.  
Attributes: UAF GER Ethics Req

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.

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.

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.

BA F370  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.

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.

BA F421  Business Analytics  
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.

BA F423  Investment Analysis (W)  
3 Credits  
Offered Spring  
Prerequisites: BA F325; WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.
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
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Prerequisites</th>
<th>Offered</th>
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<tbody>
<tr>
<td>BA F460</td>
<td>International Business</td>
<td>3</td>
<td>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.</td>
<td>Lecture + Lab + Other: 3 + 0 + 0</td>
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<td>BA F461</td>
<td>International Finance</td>
<td>3</td>
<td>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.</td>
<td>Lecture + Lab + Other: 3 + 0 + 0</td>
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<td>BA F462</td>
<td>Corporate Strategy</td>
<td>3</td>
<td>Offered Fall or 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.</td>
<td>Lecture + Lab + Other: 3 + 0 + 0</td>
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<td>BA F467</td>
<td>Current Topics in Management</td>
<td>3</td>
<td>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.</td>
<td>Lecture + Lab + Other: 3 + 0 + 0</td>
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<td>BA F470</td>
<td>Leadership Theory and Development</td>
<td>3</td>
<td>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.</td>
<td>Lecture + Lab + Other: 3 + 0 + 0</td>
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<td>BA F472</td>
<td>Leading Change</td>
<td>3</td>
<td>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.</td>
<td>Lecture + Lab + Other: 3 + 0 + 0</td>
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<td>BA F481</td>
<td>Entertainment and Sport Event Management</td>
<td>3</td>
<td>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.</td>
<td>Lecture + Lab + Other: 3 + 0 + 0</td>
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<td>BA F482</td>
<td>Sport Marketing</td>
<td>3</td>
<td>Offered As Demand Warrants. 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.</td>
<td>Lecture + Lab + Other: 3 + 0 + 0</td>
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<td>BA F483</td>
<td>Sport Sales</td>
<td>3</td>
<td>Offered As Demand Warrants. 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.</td>
<td>Lecture + Lab + Other: 3 + 0 + 0</td>
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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