

BUSINESS ADMINISTRATION (BADM)

BADM-1020 Introduction to Business **3 Credits**

Introductions to the functions of business in the global marketplace, including comparison of the various forms of business domestically and globally, constructing personnel management and leadership skills, and identifying financial, marketing and management skills in the business environment.

Lecture: 3 hours

Prerequisite(s): None.

BADM-1040 Principles & Practices of Customer Service **3 Credits**

How to create customer satisfaction and loyalty: developing and using questions, building rapport, using conflict resolution techniques, making basic business calculations and using business decision-making model to convey information and solve customer problems.

Lecture: 3 hours

Prerequisite(s): None.

BADM-1050 Professional Success Strategy **3 Credits**

Apply knowledge of the corporate environment, diversity, ethics, teamwork and professionalism to manage interpersonal challenges and maximize relationships. Facilitate a meeting, set goals, use a time management system and effective verbal and written communications.

Lecture: 3 hours

Prerequisite(s): None.

BADM-1070 Introduction to Project Management **3 Credits**

Application of project management process, principles, and techniques that can be employed when implementing a project. Emphasis on project startup and definition, project planning and design, project management and project monitoring and evaluation methods.

Lecture: 3 hours

Prerequisite(s): None.

BADM-1080 Social Media Marketing **3 Credits**

[This course is crosslisted as MARK-1080. Credit can only be earned once for either course.] Examines how marketers use verbal and visual content to convey value, build brands, and connect with customers over different social media platforms. Introduction to the most popular platforms, analysis of social media campaigns, and projects to create a social media marketing campaign.

Lecture: 3 hours

Prerequisite(s): ENG-0990 Language Fundamentals II, or appropriate score on English Placement Test.

BADM-1090 Social Media Content Strategies **3 Credits**

[This course is crosslisted as MARK-1090. Credit can only be earned once for either course.]Generate targeted digital content messages linked to marketing objectives and brand voice. This course focuses on optimizing social media platforms to market to and communicate with customers creating engagement and increasing brand awareness.

Lecture: 3 hours

Prerequisite(s): BADM-1080 Social Media Marketing, or MARK-1080 Social Media Marketing.

BADM-1122 Principles of Management and Organizational Behavior **3 Credits**

Introduction to management and organizational behavior principles, concepts, and skills employed in operation of a business organization. Emphasis on the planning, organizing, leading, controlling and decision making. Also includes organizational structures, organizational communication, and organizational performance.

Lecture: 3 hours

Prerequisite(s): BADM-1020 Introduction to Business or departmental approval: previous coursework and/or experience.

BADM-1210 Labor-Management Relations **3 Credits**

Historical, legal, and structural environments which influence management-labor relations. Rights and responsibilities of unions and management; negotiation and administration of labor agreement; results of labor relation process and collective bargaining issues. Review and application of the labor relations process.

Lecture: 3 hours

Prerequisite(s): None.

BADM-1301 Small Business Management **3 Credits**

Introduction to entrepreneurial concepts of business management, including components needed to develop an effective business plan and/or skills needed to effectively manage a small business. The course includes the principles needed to operate a small business and is also beneficiary for those who desire to upgrade their skills in business management.

Lecture: 3 hours

Prerequisite(s): None.

BADM-1460 Workers' Compensation Law **3 Credits**

[Cross-listed with PL-1460. Credit can only be earned once for either course.] Study of Ohio Bureau of Workers' Compensation and Industrial Commission of Ohio, with emphasis on claims and procedures involving injured workers and benefits available. Preparation of injured worker forms and employer forms. Practice in calculating compensation for injuries, determining and preparing employer defenses, and determining and creating both injured worker and employer appeals.

Lecture: 3 hours

Prerequisite(s): None.

BADM-1813 Special Topics: Introduction to Insurance Industry
3 Credits

Study of risk management and loss-control tools primarily focused on insurance as it relates to business and the individual. The course will introduce students to risk management and insurance terms and definitions.

Lecture: 3 hours

Prerequisite(s): BADM-1020 Introduction to Business or BADM-1121 Principles of Management and Organizational Behavior or departmental approval.

BADM-1820 Independent Study/Research in Business Administration
1-3 Credits

Directed individual study. Study/research title and specific content arranged between instructor and student. May be repeated for a maximum of six credits of different topics.

Lecture: 1-3 hours

Prerequisite(s): Departmental approval, and instructor approval, and ENG-0990 Language Fundamentals II or appropriate score on English Placement Test.

BADM-2010 Business Communications
3 Credits

Study of oral, written and electronic business communication theory. Includes business correspondence writing, job preparation, research techniques, and formal and informal report preparation.

Lecture: 3 hours

Prerequisite(s): ENG-1010 College Composition I or concurrent enrollment. OAN Approved: OBU005.

BADM-201H Honors Business Communications
3 Credits

Critical analysis, application and study of oral, written and electronic business communication theory. Includes business correspondence writing, job preparation, research techniques, and formal and informal report preparation.

Lecture: 3 hours

Prerequisite(s): ENG-101H Honors College Composition I, or concurrent enrollment; or ENG-1010 College Composition I with a grade of "B" or higher. OAN Approved: OBU005.

BADM-2080 Social Media Analytics
3 Credits

[This course is crosslisted as MARK-2080. Credit can only be earned once for either course.] Examine terminology, trends, importance and effectiveness of digital marketing analytics using a variety of platforms. Students are exposed to benefits and limitations of digital marketing data compared to traditional methods of marketing research. They will learn how social media analytics, Search Engine Optimization (SEO) and social listening data can be used to identify consumer behaviors while improving marketing strategy and a consumer's perception of a brand.

Lecture: 3 hours

Prerequisite(s): BADM-1080 Social Media Marketing or MARK-1080 Social Media Marketing.

BADM-2090 Digital Marketing Design
3 Credits

[This course is crosslisted as MARK-2090. Credit can only be earned once for either course.] This course is designed to build students social media marketing skills by utilizing local businesses to create a hands-on experience working on a social media marketing plan. Activities include, social media listening and auditing, search engine optimization (SEO) evaluation, content creation, analytics and planning.

Lecture: 3 hours

Prerequisite(s): BADM-1080 Social Media Marketing or MARK-1080 Social Media Marketing.

BADM-2110 Production/Operations Management
3 Credits

Overview of manufacturing and service operations covering such topics as: flow, bottleneck, balance, quality, workplace contribution, planning, materials requirement planning, inventory management procurement, logistics, floor shop control, just-in-time (JIT), capacity changes, technology and design, vertical integration, and operation strategy.

Lecture: 3 hours

Prerequisite(s): BADM-1020 Introduction to Business; or BADM-2161 Introduction to Purchasing and Supply Management.

BADM-2120 Logistics Management
3 Credits

Logistics Management is the study of planning, executing, and controlling the flow and storage of goods, services, and information throughout the supply chain; from the point of origin to the point of consumption for the purpose of meeting the customer's needs. Topics covered will include warehousing, transportation, inventory, materials handling, operations, sustainability, carbon footprints, reverse logistics, and supply management.

Lecture: 3 hours

Prerequisite(s): BADM-2161 Introduction to Purchasing and Supply Management or concurrent enrollment, or departmental approval: comparable knowledge and skill.

BADM-2151 Business Law
3 Credits

Study of legal process as it relates to society, government, business and the individual; the law as it relates to legal system, ethics and social responsibility, contracts, sales, agency, business organizations, debtor-creditor relations, and governmental regulation of business.

Lecture: 3 hours

Prerequisite(s): BADM-1020 Introduction to Business, or BADM-1122 Principles of Management and Organizational Behavior.

BADM-2161 Introduction to Purchasing and Supply Management
3 Credits

Analysis of purchasing's role in industrial and service organizations. Description of purchasing progression to supply management, purchasing and supplier relationships, purchasing's role in new product development, specifications and standardization, quality, supplier selection, make or buy, outsourcing, pricing and cost analysis, total cost of ownership, value engineering and value analysis, and legal and ethical aspects of purchasing.

Lecture: 3 hours

Prerequisite(s): BADM-1020 Introduction to Business or concurrent enrollment.

BADM-2180 Purchasing Management**3 Credits**

Capstone course in Purchasing/Supply Management program. Focuses on the purchasing function of the supply management process, including functions of planning, organizing, directing, motivating, and controlling the work and purchasing staff to help achieve organizational objectives. Purchasing systems and documentation discussed.

Lecture: 3 hours

Prerequisite(s): BADM-2161 Introduction to Purchasing and Supply Management, or departmental approval.

BADM-2240 Negotiations**3 Credits**

Negotiations is the study of the principles, techniques, and skills needed in successful negotiations. The course focuses on interpersonal negotiations and negotiations between buyers and sellers; including managing cultural complexities.

Lecture: 3 hours

Prerequisite(s): BADM-1020 Introduction to Business, or BADM-2161 Introduction to Purchasing and Supply Management.

BADM-2330 Human Resource Management**3 Credits**

Overview of human resource function consisting of recruitment, staffing, training, development, compensation, and evaluation. Employment practices including legal and ethical issues.

Lecture: 3 hours

Prerequisite(s): ENG-0990 Language Fundamentals II, or appropriate score on English Placement Test.

BADM-2340 Human Resources Law and Application**3 Credits**

Analyze basic employment law necessary to develop practical understanding of legal framework critical to human resource function and effectiveness. Employment law and application expanded in employment relationships and areas critical to human resource function such as staffing, Equal Employment Opportunity (EEO), Affirmative Action, American with Disabilities Act (ADA), Family and Medical Leave Act (FMLA), benefits, and safety. Explores impact of employment law, including current developments to human resource function and business.

Lecture: 3 hours

Prerequisite(s): BADM-2330 Human Resource Management; and ENG-0990 Language Fundamentals II, or appropriate score on English Placement Test.

BADM-2390 Advanced Human Resources Practices**3 Credits**

Capstone course in Human Resource Management program. Explores application of human resource (HR) concepts and practices in organization context. Cases and scenarios advance learning through systems and operational application of HR competencies. HR planning, staffing, benefits, Equal Employment Opportunity (EEO), safety, performance management, compensation, and change management will be explored in light of advancing organizational effectiveness. Contemporary human resource issues confronting business also analyzed.

Lecture: 3 hours

Prerequisite(s): BADM-2330 Human Resource Management; and ENG-0990 Language Fundamentals II, or appropriate score on English Placement Test.

BADM-2450 New Business Development**5 Credits**

Capstone course in Small Business Management program. Complete business plan. Reflects generally accepted practice. Designed for student who wants to start a business.

Lecture: 3 hours. Laboratory: 4 hours

Prerequisite(s): BADM-1301 Small Business Management, or departmental approval: comparable knowledge or skills.

BADM-2501 Business Strategies**3 Credits**

Capstone course for Accounting, Business Management (basic program) and Marketing degrees. Critical analysis and application of business, marketing, accounting and financial concepts to determine alternatives and best course of action to maximize organizational performance.

Lecture: 3 hours

Prerequisite(s): Departmental approval: 20 credit hours of any combination of business administration, accounting or marketing courses.

BADM-2601 Global Commerce and Communication**3 Credits**

Overview of global commerce with examination of foreign environments (economic, cultural, and legal) in which global companies operate. Study of the history of global trade. Review of documents and procedures required to import and export goods; international transportation modes; and payments and collection. Review and application of cross-cultural communication theory and practice.

Lecture: 3 hours

Prerequisite(s): BADM-1020 Introduction to Business or concurrent enrollment.

BADM-2760 Global Trade and Finance**3 Credits**

Basic concepts and practices of international trade finance, including the financial environment, nature of international transactions and the flow of finance between countries resulting from global trade. Exchange rates, risks, and risk management options are analyzed, and the selection of payment terms and resulting impact upon profitability and the export process defined.

Lecture: 3 hours

Prerequisite(s): BADM-2601 Global Commerce and Communication or concurrent enrollment.

BADM-2780 Global Marketing and Distribution**3 Credits**

Overview and application of global marketing theory and strategy including market selection, cross-cultural development and adaptation of product and promotion, pricing techniques, and international market research options. Export operations and global distribution selection and management.

Lecture: 3 hours

Prerequisite(s): BADM-2601 Global Commerce and Communication or concurrent enrollment.

BADM-2790 International Business Strategy and Application

4 Credits

Capstone course in International Business. Application of knowledge and skills obtained in international marketing, trade documentation, transportation, finance and cultural awareness to real-world international business scenarios. Includes in-class, comprehensive analytical/decision-making case studies.

Lecture: 4 hours

Prerequisite(s): BADM-2601 Global Commerce and Communication, and departmental approval.

BADM-279H Honors Contract in Business Administration

1 Credit

Honors Contract complements and exceeds the requirements and objectives in-depth or scope for an existing BADM-2000 level honors course through the formulation of a contract with a faculty mentor. In conjunction with a faculty mentor, the student will formulate a contract, which upon completion will result in distinctive scholarship. In order to complete the contract, student is required to meet on a regularly scheduled basis with the instructor offering the contract for mentor-student tutorial sessions. May be repeated for a maximum of three credits of different topics.

Lecture: 1 hours

Prerequisite(s): Departmental approval: Must be taken with a 2000-level Business Administration course whose faculty mentor approves the Honors Contract.

BADM-2820 Independent Advanced Study in Business Administration

1-3 Credits

Directed individual advanced study. Study/research title and specific content arranged between instructor and student. May be repeated for a maximum of six credits of different topics.

Lecture: 1-3 hours

Prerequisite(s): Departmental approval, and instructor approval, and ENG-0990 Language Fundamentals II or appropriate score on English Placement Test.

BADM-282H Honors Independent Advanced Study in Business Administration

1-3 Credits

Advanced Honors-level directed individual study. Must meet criteria set forth in the Honors Course Checklist used to approve regular honors courses. Study/research title and specific content arranged between instructor and student. May be repeated for a maximum of six credits of different topics.

Lecture: 1-3 hours

Prerequisite(s): Departmental approval and instructor approval, and ENG-0990 Language Fundamentals II or appropriate score on English Placement Test, and must have earned an A or B in at least 3 honors courses.

BADM-2830 Cooperative Field Experience

1-3 Credits

Open to students eligible for the Cooperative Education Program. Employment in an approved training facility under College supervision. Requirement for one credit is 180 hours of approved work. Students may earn up to three credits in one semester. May be repeated for an accrued maximum of nine credits.

Other Required Hours: 180 clock hours of approved work per credit hour.

Prerequisite(s): See campus COOP Advisor for the Cooperative Education Program application