BUSINESS ADMINISTRATION

The Business Administration major is a broad-based degree program enabling students to understand how organizations operate in the contemporary global environment. Business Administration majors acquire an understanding of the external environment of business and how it affects the internal activities of an enterprise. Drawing on management theory as well as current business practices, students develop knowledge, skills and competencies that will enable them to assume positions in a wide variety of industries and organizations. The Business Administration curriculum places special emphasis on personal ethical accountability and corporate social responsibility.

In addition to coursework in business disciplines such as accounting, economics, finance, law, marketing, management information systems and operations management, students complete management courses that explore how resources—whether human, information, technology, knowledge or materials—all strategically combine to achieve the goals of an organization. The communication, teamwork and leadership skills needed in managerial roles are emphasized across the curriculum. Students also choose a three-course concentration in one of six areas. An Internship from any Business school major or involvement in Students in Free Enterprise (SIFE) is required. These credits can count in either the concentration or as the Business elective.

Faculty

JEANINE ANDREASSI, PH.D.
Associate Professor

STEPHEN M. BROWN, ED.D.
Professor

VALERIE CHRISTIAN, M.B.A.
Assistant Professor

ANDRA GUMBUS, ED.D.
Associate Professor

GRACE CHUN GUO, PH.D.
Assistant Professor

TIM CRADER, D.B.A.
Visiting Assistant Professor

LEANNA LAWTER, PH.D.
Assistant Professor

ROBERT MARSH, PH.D.
Associate Professor, Chair

RICHARD L. PATE, J.D.
Assistant Professor

TUVANA RUA, M.A., M.B.A.
Instructor

JING’AN TANG, PH.D.
Assistant Professor

MARY G. TREFRY, PH.D.
Associate Professor

CHRISTOPHER YORK, J.D.
Clinical Assistant Professor

MICHAEL ZHANG, D.B.A.
Associate Professor

Major in Business Administration

All Business Administration students must complete the following courses to earn their degree.

SACRED HEART UNIVERSITY CORE CURRICULUM (54–56 CREDITS)

COLLEGE OF BUSINESS CORE CURRICULUM (24 CREDITS + 9 REQUIRED SUPPORTING CREDITS)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>AC 101</td>
<td>Financial Accounting and Reporting</td>
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<tr>
<td>AC 105</td>
<td>Managerial Accounting and Control</td>
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BU 201  Organizational Management  
BU 231  Business Law I  
BU 257  Business Ethics  
BU 301  Business Policy  
FN 215  Financial Management  
MK 201  Principles of Marketing  

**OTHER COURSES IN MAJOR (21 CREDITS)**

BU 202  Organizational Behavior  
BU 221  Business Communications  
BU 278  International Business  
BU 275  Operations Management  
CS 106  Introduction to Information Technology for Business  
IS 272  Dynamics of Information Technology  

One Business elective (200 level or higher) or Internship  

**REQUIRED SUPPORTING COURSES (TAKEN AS PART OF UNIVERSITY CORE)**

EC 202  Principles of Microeconomics  
EC 203  Principles of Macroeconomics  
MA 133  Elementary Statistics with Business Applications  

**CONCENTRATION (9 CREDITS)**

Choose from:

**Human Resources Management**  
BU 207  Management of Human Resources  
BU 234  Human Resources Law  
Business elective or Internship  

**International Business**  
BU 203  Cross-Cultural Relations  
Two International Business electives or one elective and Internship  

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**Management**  
BU 303  Frontline Supervisory Skills  
Internship or Business elective  
BU 207  Management of Human Resources  

**Marketing**  
Three Marketing electives or two Marketing electives and Internship  

**Entrepreneurship and Family Business**  
BU 373  Entrepreneurship  
BU 374  Small and Family Business Management  
BU 380  Creativity in Management or Internship  

**Minor in Business Administration**  
The minor in Business Administration requires the completion of 18 credits, plus the required supporting courses EC 202 and EC 203.  

**REQUIRED COURSES**

AC 101  Financial Accounting and Reporting  
AC 105  Managerial Accounting and Control  
BU 201  Organizational Management  
BU 202  Organizational Behavior  
BU 231  Business Law I  
MK 201  Principles of Marketing  

**REQUIRED SUPPORTING COURSES**

EC 202  Principles of Microeconomics  
EC 203  Principles of Macroeconomics
Business Course Descriptions

BU 103 Business: Its Nature and Environment (Non-Business majors only) 3 CR
Provides an overview of business functions and activities in today's global environment. Explores how the external social and business environments both affect and are affected by organizations and how managers use the various functional disciplines to achieve the goals of the organization. The roles of ethics, globalization, and information technology are explored as key integrating themes.

BU 201 Organizational Management 3 CR
An interdisciplinary study of the management of organizations and decision-making, utilizing behavioral and quantitative approaches. Topics include: decision-making, motivation and behavior, leadership, group behavior, organizational change, planning, control and allocation of resources. These topics are addressed against a backdrop of management responses to issues of ethics, social responsibility, and globalization. Lecture and case study format.

BU 202 Organizational Behavior 3 CR
Organizational behavior is about people and how they act and interact, mostly as members of groups. Current theories of organizational behavior are examined through the use of self-administered tests, experiential exercises, discussion and case analysis.
Prerequisite: BU 201

BU 207 Management of Human Resources 3 CR
Explores the contemporary human resources function and basic processes involved in the recruitment, selection, training, development, and evaluation of an organization's human resources. Additional topics include today's emphasis on talent management as well as legal issues in HR management, labor relations, performance assessment and improvement, career paths, termination, compensation and benefit systems, and managing diversity.
Prerequisite: BU 201

BU 221 Business Communications 3 CR
Corporate business-focused oral and written communication skills are analyzed and practiced. Individual and group presentations, memos, letters, reports, resumes, and interview preparation are included. Laptop required.
Prerequisites: C or better in EN 110 and CA 101

BU 231 Business Law I 3 CR
Provides a general survey of law adapted to the business environment. Areas of study include the judicial system, constitutional law, criminal law, tort law, contract law, international law, and employment law.

BU 232 Business Law II 3 CR
Provides an advanced survey of law adapted to the business environment. Areas of study include the Uniform Commercial Code, agency law, business organizations, property law, securities law, secured transactions law and bankruptcy law.
Prerequisite: BU 231
BU 233 International Business Law 3 CR
A general survey of international law including treaties and international organizations. Topics include: the European community, WTO, U.S. trade policy, international contracts and international payment mechanisms.
Prerequisite: BU 231

BU 234 Human Resources Law 3 CR
A survey of the laws which create, regulate and terminate the relationship between the employer and the employee, including contract law, federal and state anti-discrimination statutes, wage and hour statutes, and other applicable law. With a micro analysis of the life of an employee complaint, from internal filing to litigation.
Prerequisite: BU 231

BU 257 Business Ethics 3 CR
Investigates the ethical questions that arise in normal business situations. The case study method is used to examine topics such as justice and the market system, whistle-blowing, trade secrets and conflict of interest, privacy, discrimination and affirmative action, marketing, safety and employment issues. Special emphasis is given to ethics as it relates to finance, corporations and international business.
Prerequisites: PH 101 and BU 201

BU 275 Operations Management 3 CR
This course serves as the introduction to the operations function of business. All organizations, for profit or not-for-profit, manufacturing, processing, or services, have operations as their central function. Despite their diversity, these organizations share common objectives and problems; in most cases, the same principles can be applied to help manage the operations. Major topics include determining operations strategy and objectives, planning the operations process, controlling operations, and managing its quality. The course introduces concepts to help understand how operations are organized and how operations decisions affect virtually every aspect of the firm.
Prerequisites: BU 201 and MA 133

BU 278 Principles of International Business 3 CR
Surveys the scope of international business with special emphasis on various environments including political, economic, legal, technological, and socio-cultural. Also discusses the managerial process of planning, organizing, controlling, and leading in a global context, and its application to achieve success in international business.
Prerequisite: BU 201

BU 299 Special Topics in Business 3 CR
Designates new or occasional courses that may or may not become part of the department's permanent offerings. Courses capitalize on a timely topic, a faculty member's particular interest, an experimental alternative to existing courses, etc. Prerequisites are established by the department as appropriate for the specific course. Consult the current course schedule for available topics and current prerequisites.

BU 301 Business Policy 3 CR
Explores the formulation and administration of policy, integration of the various specialties of business and development of an overall management viewpoint.
Prerequisite: Senior standing

BU 303 Frontline Supervisory Skills 3 CR
Explores supervisory skills required to effectively manage and deal with people in the workplace. Emphasis is on strategic human resource issues of recruiting and managing to retain talent. Includes
skill-building applications to practice supervisory skills such as interviewing, providing feedback, conducting effective meetings, resolving team conflict, dealing with emotional behavior, and managing separations, terminations, and outplacement. Prerequisite: BU 202

**BU 304 Decision Making in Business 3 CR**
This course gives students an opportunity to explore business decision-making tools and to apply them to business problems. Students will work in teams on complex problems facing managers and make decisions and recommendations for actions. Students are required to spend time outside of class to research information and work with team members. Prerequisites: BU201, FN215, MA133

**BU 311 The Welch Way 3 CR**
Introduces Senior Business majors to methods and ideology pioneered by Jack Welch during his stewardship at General Electric. Students gain a deep understanding of Welch-like leadership methods through study and debate. Human resource aspects of management are also covered. Emphasis is on practice rather than theory. Guest speakers, in-class exercises and simulations, and applications of methods are the fundamental elements of this course. Prerequisites: BU 201

**BU 373 Entrepreneurship 3 CR**
Students utilize their skills in various business disciplines to explore the passion of creativity. The course enables students to conceptualize and pursue the development of a new idea or concept or the improvement/new application of an existing product or service. Students utilize their knowledge of the market and competitive landscape, research, financial models, and management skills to determine the feasibility of a project and evaluate risk and the process of raising venture or risk capital. Prerequisites: BU 201, FN 215, and Junior or Senior standing

**BU 374 Small and Family Business Management 3 CR**
This course introduces the student to the challenges, opportunities and rewards of owning a small business and provides the tools needed to be successful from startup through growth. The course is also directed to students who will enter into the management of family businesses, either their own family’s or someone else’s, and who will do business with family firms, consult to them, work with them in private wealth management, mergers and acquisitions, banking, consulting, outsourcing, etc. Prerequisites: BU 201

**BU 380 Creativity in Management 3 CR**
This interdisciplinary course is designed to help students understand the genesis of an idea for a new product or service and how that idea is converted into a commercially viable business using marketing and finance concepts. Guest speakers illustrate the creative process, and case studies are used to demonstrate their conversion in the context of a business environment. Prerequisites: BU 201, FN 215, and MK 201

**BU 390 Internship 3–9 CR**
Students are directly involved in various dimensions of business. Emphasis is on the practical application of business principles and skills to a specific industry or organization. An on-site business professional supervises students. Prerequisites: Junior or Senior status plus permission of the internship coordinator and department chairperson
BU 397 Students in Free Enterprise (SIFE) 1 CR

The SIFE course provides students with an opportunity to engage in experiential learning. Through SIFE, students design and implement business-focused community service projects. To receive three credits for SIFE, students must be involved during both the fall and spring semesters during one school year. During the spring, the group creates a presentation summarizing their activities and presents the results at regional and national competitions judged by business executives.

BU 398 Business Projects - SIFE II 2 CR

The SIFE course provides students with an opportunity to engage in experiential learning. Through SIFE, students design and implement business-focused community service projects. To receive three credits for SIFE, students must be involved during both the fall and spring semesters during one school year. During the spring, the group creates a presentation summarizing their activities and presents the results at regional and national competitions judged by business executives.

BU 399 Independent Study 1-3 CR

Students work on a special topic under the direction of an instructor. Permission of the instructor and department chairperson is granted to qualified Business majors on the basis of a written proposal from the student.