# Department of Business Administration

Course Catalog - Fall 2025

## Department Overview:

The Business Administration Department combines core business fundamentals with experiential learning in marketing, finance, operations, and management. Students engage in case studies, group projects, and internships with industry partners.

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Course Listings  
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Course Code: BUS 101

Course Title: Principles of Management

Credits: 3

Description: Fundamentals of management, organizational behavior, leadership, and decision making.

Prerequisites: None

Instructor: Dr. Peter Drucker

Schedule: Mon/Wed 9:30 AM - 10:45 AM

Course Code: BUS 120

Course Title: Financial Accounting

Credits: 3

Description: Introduction to financial statements, accounting cycles, and basic reporting for  
businesses.

Prerequisites: None

Instructor: Prof. Luca Pacioli

Schedule: Tue/Thu 11:00 AM - 12:15 PM

Course Code: BUS 210

Course Title: Principles of Marketing

Credits: 3

Description: Marketing theory, consumer behavior, market research, and marketing strategy projects.

Prerequisites: BUS 101

Instructor: Dr. Philip Kotler

Schedule: Wed/Fri 2:00 PM - 3:15 PM

Course Code: BUS 230

Course Title: Business Law

Credits: 3

Description: Legal environment of business, contracts, and regulatory frameworks affecting  
companies.

Prerequisites: None

Instructor: Prof. Ruth Bader Ginsburg

Schedule: Tue/Thu 2:30 PM - 3:45 PM

Course Code: BUS 240

Course Title: Managerial Accounting

Credits: 3

Description: Cost analysis, budgeting, and internal financial decision making for managers.

Prerequisites: BUS 120

Instructor: Dr. Mary Parker Follett

Schedule: Mon 1:00 PM - 3:50 PM (Workshop)

Course Code: BUS 310

Course Title: Corporate Finance

Credits: 3

Description: Financial analysis, capital budgeting, valuation, and risk management.

Prerequisites: BUS 120

Instructor: Prof. Aswath Damodaran

Schedule: Tue/Thu 9:00 AM - 10:15 AM

Course Code: BUS 330

Course Title: Operations Management

Credits: 3

Description: Production systems, supply chain basics, process improvement, and lean operations.

Prerequisites: BUS 101

Instructor: Dr. W. Edwards Deming

Schedule: Wed 11:00 AM - 12:50 PM (Lab)

Course Code: BUS 350

Course Title: Entrepreneurship

Credits: 3

Description: Startup fundamentals, business model development, and pitching. Includes guest lectures  
from local entrepreneurs.

Prerequisites: BUS 101

Instructor: Prof. Sara Blakely

Schedule: Thu 4:00 PM - 5:15 PM

Course Code: BUS 410

Course Title: Strategic Management

Credits: 3

Description: Capstone strategy course integrating marketing, finance, and operations with case  
competitions.

Prerequisites: BUS 310 and BUS 210

Instructor: Dr. Michael Porter

Schedule: Mon/Wed 3:30 PM - 4:45 PM

Course Code: BUS 480

Course Title: Internship in Business

Credits: 3

Description: Supervised internship with a business partner, including a reflective report and  
presentation.

Prerequisites: Permission of Department (usually after 200-level coursework)

Instructor: Internship Coordinator

Schedule: Variable - by arrangement