

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.

Course Listings

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