

Department of Business Administration - Course Catalog (Fall 2025)

Department Overview:

The Department of Business Administration equips students with leadership, analytical, and strategic thinking skills. Our curriculum balances theory with practice to prepare graduates for roles in management, finance, marketing, and entrepreneurship.

Course Listings

Course Code: BUS 101

Course Title: Principles of Management

Credits: 3

Description: Introduces management theories, organizational structures, and decision-making strategies.

Instructor: Dr. Mary Parker Follett

Schedule: Mon/Wed 9:00 AM - 9:50 AM

Course Code: BUS 210

Course Title: Marketing Fundamentals

Credits: 3

Description: Explores consumer behavior, product development, and branding strategies.

Instructor: Prof. Philip Kotler

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

Course Code: BUS 330

Course Title: Corporate Finance

Credits: 3

Description: Covers financial analysis, investment decisions, and capital management in corporations.

Prerequisites: BUS 101, ECO 101

Instructor: Dr. Eugene Fama

Schedule: Mon/Wed 1:00 PM - 2:15 PM

Course Code: BUS 410

Course Title: Strategic Management

Credits: 3

Description: Capstone course focusing on long-term planning, competitive analysis, and case studies.

Prerequisites: Senior standing

Instructor: Dr. Michael Porter

Schedule: Tue/Thu 3:00 PM - 4:15 PM