

# Business Administration (BAdm)

Minor in International Business (<http://und-public.courseleaf.com/undergraduateacademicinformation/departmentalcoursesprograms/businessadministration/badmin-minor-ib>)

Minor in Chinese Studies: Culture and Business (<http://und-public.courseleaf.com/undergraduateacademicinformation/departmentalcoursesprograms/businessadministration/badmin-minor-cs>)

Minor in Sport Business (<http://und-public.courseleaf.com/undergraduateacademicinformation/departmentalcoursesprograms/businessadministration/badmin-minor-sb>)

The College of Business and Public Administration offers two courses under the BAdm prefix that are available to any student on campus. Our Introduction to Business course fulfills essential studies requirements and provides students with an overview of all business topics. BAdm 395 courses are generally restricted to business majors. The purpose of these courses is to provide special interest courses for particular groups of students. The course title and number may also be used for experimental courses which may later be established as regular offerings within departments or programs.

## BADM Courses

### **BADM 101. Introduction to Business. 3 Credits.**

An essential studies business course and the first step in a well-planned learning agenda that prepares students to become contributing citizens capable of making astute personal economic decisions. Topics covered include economic environment, global competition, entrepreneurship, general and human resources management, marketing, accounting, finance, information systems, and challenges of business careers. In order to foster students' ability to think critically, the course emphasizes an integrated approach that provides opportunities for synergy among various business functions. F,S,SS.

### **BADM 105. Career Development I. 1 Credit.**

This course is the first in a series of four courses designed to address career exploration processes. Through this series of courses, important topics such as exploring career interests, developing a resume, improving interview skills, learning effective networking skills, and working with a mentor are covered. Prerequisite: CoBPA pre-majors and majors only. F,S.

### **BADM 106. Career Development II. 1 Credit.**

This course is the second in a series of four courses designed to address career exploration processes. Through this series of courses, important topics such as exploring career interests, developing a resume, improving interview skills, learning effective networking skills, and working with a mentor are covered. Prerequisites: BADM 105 and CoBPA pre-majors and majors only with sophomore or above standing. F.

### **BADM 205. Career Development III. 1 Credit.**

This course is the third in a series of four courses designed to address career exploration processes. Through this series of courses, important topics such as exploring career interests, developing a resume, improving interview skills, learning effective networking skills, and working with a mentor are covered. Prerequisites: BADM 105, BADM 106, and CoBPA pre-majors and majors only with Junior or above standing. S.

### **BADM 206. Career Development IV. 1 Credit.**

This course is the fourth in a series of four courses designed to address career exploration processes. Through this series of courses, important topics such as exploring career interests, developing a resume, improving interview skills, learning effective networking skills, and working with a mentor are covered. Prerequisites: BADM 105, BADM 106, BADM 206 and CoBPA majors only with Senior standing. F,S.

### **BADM 316. Introduction to Business in China. 3 Credits.**

An overview of China's past, present and future with particular emphasis on cross-cultural business skills and doing business in China today. S.

### **BADM 318. China Then and Now. 3 Credits.**

Offered only in China, this course examines China's culture, customs, politics, and artistic heritage through existing monuments, temples, historic residences, city structures and artifacts. SS.

### **BADM 319. Business Fieldwork in Shanghai. 3 Credits.**

Offered only in China, this course exposes students to the practical problems associated with conducting business in China through lectures and fieldwork. SS.

### **BADM 395A. Special Topics. 1-4 Credits.**

Specially arranged seminars, courses, or independent study on a variety of subjects not covered by regular departmental offerings. May be initiated by students with approval of dean and departments involved. BADM 395A-B repeatable to 9 credits. Repeatable to 9 credits. F,S,SS.

### **BADM 395B. Special Topics. 1-4 Credits.**

Specially arranged seminars, courses, or independent study on a variety of subjects not covered by regular departmental offerings. May be initiated by students with approval of dean and departments involved. BADM 395A-B repeatable to 9 credits. Repeatable to 9 credits. S/U grading. F,S,SS.

### **BADM 497. Internship in China. 1-6 Credits.**

Approval of Director of International Business Programs required. On the job work experience (may be compensated or not) in various areas of business in China. Prerequisite: Approval of the Director of International Business Programs. S/U grading.

## SPRT Courses

### **SPRT 205. Introduction to Sport Business. 3 Credits.**

An overview of the business of sport, including career opportunities. A study of the value of professional business practices to sport organizations. F,S.

### **SPRT 310. Economics of Sport. 3 Credits.**

Application of micro and macro economic theory to the analysis of sports markets. Prerequisite: SPRT 205. On demand.

### **SPRT 320. Sport Financial Management. 3 Credits.**

Application of financial theories to the sport industry. Addresses how sport entities such as professional sport franchises, professional sport leagues, university athletic departments and government-funded programs operate from a financial standpoint. Prerequisite: SPRT 205. F.

### **SPRT 330. Sport Law. 3 Credits.**

Identification and analysis of legal issues, and the ramifications of these issues as they relate to the sports industry. Includes coverage of contracts, antitrust law, labor relations, collective bargaining, agent-athlete relations, intellectual property, governing bodies, and presentation of the athlete. Prerequisite: SPRT 205. F.

### **SPRT 395. Special Topics in Sport Business. 1-3 Credits.**

Specific topics will vary. Provides opportunities for in-depth study beyond that of regularly scheduled courses. May be seminars, workshops, or lectures. Repeatable to a maximum of 6 credits. Prerequisite: SPRT 205. Repeatable to 6 credits. On demand.

### **SPRT 397. Cooperative Education in Sport Business. 1-2 Credits.**

Substantive, compensated on-the-job experiential learning with a participating organization in a segment of the sport industry. Three credits of SPRT 397 or SPRT 497 are required in the Sport Business minor. Credits beyond the first three are elective credits. Prerequisite: Approval of Sport Business Internship Coordinator. Repeatable to 3 credits. S/U grading. F,S,SS.

### **SPRT 440. Sport Branding and Sponsorship. 3 Credits.**

Examining the influence of sport participants and spectators on the development of branding strategies and sponsorship relationships in the multi-faceted sports industry. Prerequisite: SPRT 205. S.

### **SPRT 450. Facility and Event Planning. 3 Credits.**

Programs, functions, and procedures necessary to organize and develop sport facilities and events. Planning, design, and operation of sport facilities are investigated. Additionally, the multi-faceted nature of event development is examined in a variety of sport settings. Prerequisite: SPRT 205. S.

### **SPRT 497. Internship in Sport Business. 1-6 Credits.**

Substantive on-the-job experiential learning with a participating organization in a segment of the sport industry. May or may not be compensated. Three credits of SPRT 397 or SPRT 497 are required in the Sport Business minor. Credits beyond the first three are elective credits. Repeatable to a maximum of 6 credits. Prerequisite: Approval of Sport Business Internship Coordinator. Repeatable to 6 credits. S/U grading. F,S,SS.