

Business Administration (B.S.)

Program Description

The bachelor of science (B.S.) in business administration covers the breadth of business-related disciplines as defined in the business core curriculum. The major does not provide a specific specialization but rather exposes the student to various business functions. This major is ideally suited to the new or transfer upper-division business student or for the student interested in concurrently pursuing another area of study. In addition to the business core curriculum, B.S. in business administration students will choose any 3 upper-level 3000-4000 courses (9 hours) from the School of Business and Technology.

Program Learning Outcomes

1. Students use information, analytical tools, and problem-solving skills to make well-reasoned business decisions, considering both quantitative factors and qualitative factors such as ethical considerations.
 - a. Students can perform statistical and quantitative analysis.
 - b. Students make decisions accounting for risk and qualitative factors.
 - c. Students can evaluate the impact of business decisions on a firm's stakeholders.
2. Students can perform financial analysis.
 - a. Students can prepare financial statements and reports.
 - b. Students can analyze financial information and evaluate the affect of decisions on the firm's financial performance.
3. Students can develop strategies addressing the legal, ethical, economic and global environment in which the enterprise operates.
 - a. Students can analyze the impact of pricing and production decisions considering market structure.
 - b. Students can analyze the impact of macroeconomic events on the economic environment in which business operates.

Locations

To learn where the B.S. in business administration is offered, please visit our Web site at www.webster.edu/ugcatalog/busn.html

Program Curriculum

27 general education credit hours
42 business core curriculum credit hours
9 upper-level School of Business and Technology credit hours
50 elective credit hours

Business Core Curriculum Requirements (42 credit hours)

MATH 1430 College Algebra	3 hours
ACCT 2010 Financial Accounting	3 hours
ACCT 2025 Managerial Accounting	3 hours
BUSN 2750 Introduction to Statistics	3 hours
MNGT 2100 Management Theory and Practice	3 hours
ECON 2010 Principles of Macroeconomics	3 hours
ECON 2020 Principles of Microeconomics	3 hours
FINC 3210 Principles of Finance	3 hours
CSIS 3410 Information Analysis	3 hours
MNGT 3310 Legal Environment of Business	3 hours
MNGT 3450 Organizational Behavior	3 hours
MNGT 3500 Marketing	3 hours
BUSN 4110 Operations Management	3 hours
BUSN 4990 Business Policy	3 hours

Course Descriptions

ACCT 2010 Financial Accounting (3)

Introduces accounting with an emphasis on the relationships between business events and financial statements. The primary objective is to develop students who can explain how any given business event will affect the income statement, balance sheet, and statement of cash flows. This objective also includes an understanding of the accounting cycle, accounting terminology, collection of accounting data, data entry into the accounting system, and the basic financial accounting statements.

ACCT 2025 Managerial Accounting (3)

Managerial accounting emphasizes the use of accounting information for planning, control, and decision-making purposes in all types of organizations. This course explores topics in the areas of cost behavior, cost-volume-profit analysis, relevant cost analysis, cost accumulation and assignment, activity-based costing, profit planning and control, performance evaluation, responsibility accounting, and product costing systems. Prereq-uisite: ACCT 2010.

BUSN 2750 Introduction to Statistics (3)

Studies the logic of empirical research and statistical tools: correlational techniques, chi square, critical ration, "t" test, and analysis of variance. Prerequisite: MATH 1430, or equivalent.

BUSN 4110 Operations Management (3)

The course introduces a series of areas of management concern and the tools and techniques to analyze them and to make good decisions based on the analysis. The focus of the course is on recognizing the tools that are appropriate for each situation and on mastering the use of the tools for analytical purposes. Prerequisites: ACCT 2025, ECON 2020, BUSN 2750, MNGT 2100, and FINC 3210.

BUSN 4990 Business Policy (3)

This course focuses on providing students the opportunity to develop experience and competence in using the theories, tools, and concepts that they have learned during the program to analyze and solve organizational problems typical of those they are likely to encounter in their first few years in management. The course will use cases and/or a simulation as the primary learning device(s). The simulation, covering decisions over multiple decision periods, will emphasize the dynamic nature of management decisions. Prerequisites: all of the required courses in the program and be within 15 credit hours of graduation.

CSIS 3410 Information Analysis (3)

This course teaches the use of spreadsheets and databases to use data effectively for better decision making. Prerequisite: junior standing.

ECON 2010 Principles of Macroeconomics (3)

Covers economic activity and growth, determination of income, employment, output, inflation, aggregate demand and supply, money and banking, monetary and fiscal policies, and international economic issues.

ECON 2020 Principles of Microeconomics (3)

Studies institutions and process of market specialization and exchange, pricing and output, competition and monopoly, government regulation, current economic problems, and international economic developments. Prerequisite: ECON 2010.

FINC 3210 Principles of Finance (3)

Introductory course integrating concepts of corporate finance with investments and the money/capital markets. Topics include the role of money in the economy; the time value of money; financial analysis and planning; security valuation and capital market theory; capital budgeting; short- and long-term financing; and working capital management.

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Value maximization and risk/return tradeoffs in financial decision making are employed as integrative concepts throughout the course. Prerequisites: ACCT 2010, ACCT 2025, and BUSN 2750.

MATH 1430 College Algebra (3)

Covers sets, the real number system, functions, equations, inequalities, and logarithms. Prerequisite: MATH 1050 or equivalent competence.

MNGT 2100 Management Theory and Practices (3)

This course presents a broad view of management theory and practices, classical to modern. It examines the basic management functions of planning, organizing, directing and controlling. It also covers such issues as ethical decision making and social responsibility, innovation, globalization, and working with a diverse work force.

MNGT 3310 The Legal Environment of Business (3)

Studies the relationship between business and federal, state, and local governments. Covers regulation of business activity, including antitrust, labor-management, and consumer protection legislation.

MNGT 3450 Principles of Organizational Behavior (3)

Presents individual and group processes involved in management-employee relationships; deals with leadership, group dynamics, communications, motivation, morale, power, conflict management, and job design and satisfaction. Includes analysis of modern concepts of participatory management, organizational culture, change, and development.

MNGT 3500 Marketing (3)

Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer behavior, promotion and pricing policies, research, communications, and government regulation.