

# BA - BUSINESS ADMINISTRATION

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## **BA 1000 Student Success and Career Development for Business Students Cr. 1**

Designed to assist all incoming Mike Ilitch School of Business students in a successful transition to Wayne State University through interactive exercises and engaging assignments, student will develop the insights, skills and attitudes necessary for becoming a successful student. Offered Fall, Winter.

**Restriction(s):** Enrollment limited to students in the School of Business.

## **BA 1010 (CT) Critical Thinking for Consumer Decisions Cr. 3**

Development of critical thinking skills and the application of these skills in evaluation and decisions for a broad range of consumer issues including advertising interpretations, purchase decisions, job applications, and consumer protection. Offered Every Term.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the Fine, Performing & Comm. Arts or School of Business.

## **BA 2020 Introduction to Business Cr. 2**

Introduction to each of the functional areas of business including marketing, accounting, finance operations and human resources management. Other topics considered include: the economic and legal environment of business, the globalization of markets, workforce diversity, leadership and entrepreneurship. Offered Every Term.

## **BA 2300 Quantitative Methods I: Probability and Statistical Inference Cr. 3**

Measures of central tendency and dispersion. Introduction to probability; normal, binomial, uniform, and Poisson distributions. Statistical inference and sampling methods. Computer techniques. Offered Every Term.

**Prerequisites:** ([MAT 1500 with a minimum grade of D- and MAT 2000 with a minimum grade of D-] OR [MAT 1800 with a minimum grade of D-] OR [MAT 1500 with a minimum grade of D-])

**Restriction(s):** Enrollment limited to students in the School of Business.

## **BA 3400 Quantitative Methods II: Statistical Methods Cr. 3**

Uses of statistical techniques in business. Topics include: sampling, hypothesis testing, confidence interval estimation, regression, analysis of variance and chi-square tests. Application to accounting, market research, finance, production and forecasting. Computer techniques. Offered Every Term.

**Prerequisites:** ([ISM 2300 with a minimum grade of D-] OR [BA 2300 with a minimum grade of D-] OR [ISM 3300 with a minimum grade of D-] OR [ECO 5100 with a minimum grade of D-])

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## **BA 6000 Introduction to Accounting and Financial Reporting Cr. 2**

Introduction to accounting principles and the understanding and analysis of financial statements. Offered for graduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

## **BA 6005 Basics of Financial Management Cr. 2**

Basic aspects of finance: time value of money, financial markets, risk and return, valuation and basic capital budgeting. Required of all graduate students; may be waived only through waiver exam. Offered for graduate credit only Offered Every Term.

**Prerequisites:** ([BA 6000 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

## **BA 6010 Basics of Business Economics Cr. 2**

Survey course; fundamental principles that guide decision making in market-based economic systems. Offered for graduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

## **BA 6015 Marketing Foundations Cr. 2**

Fundamental principles that guide decision making in market-based management systems. Offered for graduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

## **BA 6020 Contemporary Principles of Management Cr. 2**

Basic principles of organization theory and behavior in contemporary organizational settings. Offered for graduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

## **BA 6025 Basics of Production/Operations Management Cr. 2**

Overview of operations management from a strategic perspective. Emphasis on problems and their solutions. Offered for graduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

## **BA 6090 Quantitative Analysis: Theory and Application Cr. 2**

Statistics of association and statistical inference from samples. Correlation, analysis of variance, multivariate regression, non-parametric statistics. Offered for graduate credit only. Offered Every Term.

**Prerequisites:** ([MAT 1500 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

## **BA 7000 Managerial Accounting Cr. 3**

Fundamental principles; preparation and utilization of financial information for internal management purposes. No credit after ACC 6020. No credit for undergraduate accounting majors. Offered Every Term.

**Prerequisites:** ([BA 6000 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

## **BA 7020 Corporate Financial Management Cr. 3**

Development of tools to evaluate investment and financial decisions in modern global organizations. Offered Every Term.

**Prerequisites:** ([BA 6005 with a minimum grade of C]) AND ([BA 6010 with a minimum grade of C])

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7040 Managing Organizational Behavior Cr. 3**

Contemporary issues in managing and leading people and organizations. Topics include: creativity, culture change, leadership, teamwork, cross-cultural factors, performance management, and organizational change. No credit for undergraduate management majors. Offered Every Term.

**Prerequisites:** ((BA 6020 with a minimum grade of C) AND ((BA 6025 with a minimum grade of C))

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7050 Marketing Strategy Cr. 3**

Application of theory, concepts, and models to contemporary marketing issues and problems. Developing and evaluating successful marketing strategies through analysis of customers, competitors, the organization, and the external environment. No credit for undergraduate marketing majors. Offered Every Term.

**Prerequisites:** ((BA 6015 with a minimum grade of C) AND ((BA 6025 with a minimum grade of C))

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7070 Social Perspectives on the Business Enterprise Cr. 3**

Political, social, legal, ethical, regulatory, environmental, and global issues that interrelate with business decisions in the societal fabric. Offered Every Term.

**Prerequisites:** ((BA 6090 with a minimum grade of C))

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7080 Strategic Management Cr. 3**

Application of theory and concepts regarding strategic formulation and implementation from the perspective of senior management, to integrate the functional areas and provide a unified direction for the firm when it is operating in complex local and/or global environments. Offered Every Term.

**Prerequisites:** ((BA 7000 with a minimum grade of C) AND ((BA 7020 with a minimum grade of C) AND ((BA 7040 with a minimum grade of C) AND ((BA 7050 with a minimum grade of C) AND ((BA 7070 with a minimum grade of C))

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7500 Topics in Business Administration Cr. 3**

Selected topics in business administration. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7995 Directed Study Cr. 1-3**

Advanced independent readings and research under supervision of a graduate faculty member, in areas of special interest to student and faculty member. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**BA 8050 Seminar in Marketing Theory Cr. 3**

Reading seminar; approaches to marketing and consumer behavior theory from historical and philosophy of science perspectives. Contributions from disciplines such as international business, economics, psychology, sociology, anthropology, operations research, and psychometrics. Publishable paper expected of students. Offered Biannually.

**Prerequisites:** ((BA 7050 with a minimum grade of C))

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8052 Research in Marketing and Consumer Behavior Cr. 3**

Reading seminar on issues in consumer behavior research. Consumer and organizational buying behavior, global marketing, market segmentation and analysis, product development and brand management, pricing, integrated marketing communications, supply-chain management. Publishable paper expected of students. Offered Biannually.

**Prerequisites:** ((BA 8050 with a minimum grade of C))

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8054 Seminar in Marketing Strategy Cr. 3**

Seminar focuses on strategic marketing issues, including marketing strategy theory; innovation theory; corporate, business, and marketing strategy; new product development strategy; industry structure, competition, and competitive advantage; market orientation; alliances and inter-organizational relationships; knowledge management and organizational learning; customer relationship management; and marketing organization. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**BA 8056 Special Topics Seminar in Marketing Cr. 3**

Seminar focuses on the product/branding and the distribution/supply chain functions, as well as the public policy issues in marketing and international business theory and the theory of the multinational enterprise. Its topical coverage will change from one cohort to another in light of faculty interest, department and School staffing needs, and dissertation topic interests of the students in the cohort. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**BA 8058 Advanced Topics in Consumer Behavior Cr. 3**

Role of consumer in global economy; integrated marketing issues (IMC), movement toward relationship marketing (RM) across the value added chain to the development of consumer analysis. Conditions, issues, and practices; dimensions of strategic advertising. Offered Yearly.

**Prerequisites:** ((BA 8050 with a minimum grade of C))

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8120 Theory of Finance Cr. 3**

Modern corporate finance theory for finance doctoral students. Offered Yearly.

**Prerequisites:** ((FIN 7220 with a minimum grade of C))

**Restriction(s):** Enrollment is limited to Graduate level students.

**BA 8121 Seminar in Corporate Finance Cr. 3**

Theoretical and empirical studies in corporate finance for finance doctoral students. Offered Yearly.

**Prerequisites:** ((BA 8120 with a minimum grade of C))

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8122 Empirical Methods in Finance Cr. 3**

Fundamental asset pricing theories and empirical methods used in modern financial economics for finance doctoral students. Offered Yearly.

**Prerequisites:** ((BA 8120 with a minimum grade of C))

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8123 Seminar in Corporate Governance Cr. 3**

Theories and empirical studies in corporate finance for finance doctoral students. Offered Yearly.

**Prerequisites:** ((BA 8120 with a minimum grade of C))

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 8124 Seminar in Asset Pricing Cr. 3**

Empirical studies in asset pricing for finance doctoral students. Offered Yearly.

**Prerequisites:** ((BA 8120 with a minimum grade of C) AND ((BA 8122 with a minimum grade of C))

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 8220 Seminar in Organizational Behavior Cr. 3**

Areas such as motivation, reward systems, leadership, organizational culture and performance, job design, groups and teams, and decision making. Concepts, theories and fundamentals of organizational behavior (OB); areas of current research, application in global business environment. Offered Yearly.

**Prerequisites:** ((BA 7040 with a minimum grade of C) OR [MGT 7640 with a minimum grade of C])

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8221 Seminar in Strategic Management Cr. 3**

Theories and concepts in the strategic management literature including contemporary concepts that apply to the international context. Offered Yearly.

**Prerequisites:** ((BA 8220 with a minimum grade of C))

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8420 Seminar in Organizational Theory Cr. 3**

Theories of organization for doctoral students. Offered Yearly.

**Prerequisites:** ((BA 8220 with a minimum grade of C))

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8777 Professional Development Seminar for Business Doctoral Students Cr. 1-3**

Exposure to professional development areas in preparation for productive academic careers; teaching, research writing, and academic culture. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 3 Credits**

**BA 8900 Development of Effective Research Programs in Business Cr. 3**

For doctoral students with a major cognate in finance, management, or marketing. Development, design and execution of effective research projects. Offered Yearly.

**Prerequisites:** ((BA 8058 with a minimum grade of C) AND ((BA 8122 with a minimum grade of C) AND ((BA 8420 with a minimum grade of C))

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8995 Special Research Topics in Business Cr. 1-3**

Advanced research topics for business administration Ph.D. students. Offered Every Term.

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**Repeatable for 3 Credits**

**BA 9990 Pre-Doctoral Candidacy Research Cr. 1-8**

Research in preparation for doctoral dissertation. Offered Every Term.

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**Repeatable for 12 Credits**

**BA 9991 Doctoral Candidate Status I: Dissertation Research and Direction Cr. 7.5**

Dissertation research. Offered Every Term.

**Restriction(s):** Enrollment limited to students with a class of Doctoral Candidate; enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 9992 Dissertation II Cr. 7.5**

Dissertation research. Offered Every Term.

**Prerequisite:** BA 9991, with a minimum grade of S

**Restriction(s):** Enrollment limited to students with a class of Doctoral Candidate; enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 9993 Dissertation III Cr. 7.5**

Dissertation research. Offered Every Term.

**Prerequisite:** BA 9992, with a minimum grade of S

**Restriction(s):** Enrollment limited to students with a class of Doctoral Candidate; enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 9994 Doctoral Candidate Status IV: Dissertation Research and Direction Cr. 7.5**

Dissertation research. Offered Every Term.

**Prerequisite:** BA 9993, with a minimum grade of S

**Restriction(s):** Enrollment limited to students with a class of Doctoral Candidate; enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 9995 Candidate Maintenance Status: Doctoral Dissertation Research and Direction Cr. 0**

Offered Every Term.

**Prerequisite:** BA 9994, with a minimum grade of B

**Restriction(s):** Enrollment limited to students with a class of Doctoral Candidate; enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.