

# 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 1040 Managing Diversity in the Workplace Cr. 3**

**Satisfies General Education Requirement:** Diversity Equity Incl Inquiry

This course prepares students to become effective coworkers and managers in today's diverse workplace. Traditional management theories are analyzed within a multicultural framework and students will be exposed to current diversity management practices in the field. Practical and experiential activities designed to help students understand the concepts are provided. Offered Yearly.

## **BA 1100 Warrior Success Cr. 1**

**Satisfies General Education Requirement:** Wayne Experience

Designed to assist newly admitted students in becoming socialized and acclimated to Wayne State University. Offered Fall, Winter.

**Restriction(s):** Enrollment limited to students with a class of Freshman.

## **BA 1200 Personal Finance Planning Cr. 3**

**Satisfies General Education Requirement:** Quantitative Experience Comp  
Introductory course designed to help students become financially literate and make proper financial decisions encountered in everyday life. Topics covered will include income, money management, spending and credit, as well as saving and investing. No credit after former FIN 3050. Offered Fall, Winter.

## **BA 1500 Business Tools and Applications Cr. 3**

Integrated business computer concepts and business applications and tools to solve business problems. Offered Every Term.

**Corequisite:** BA 2300

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

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

**Satisfies General Education Requirement:** Quantitative Experience Comp  
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.

**Corequisite:** BA 1500

**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:** BA 2300 with a minimum grade of C

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

## **BA 5800 Business Virtual Global Internship Cr. 1-6**

The Internship allows students to apply the knowledge they have acquired through the virtual internship opportunity to gain practical experience in their professional areas of interest. Podium Education will be the main course used for this virtual global internship. This internship course also allows students to explore areas where they want to pursue a career. You will have the opportunity to reflect on your work experience with an intercultural lens, document your experience, and articulate the essential skills you develop from the virtual global internship course. Students earning a minimum B- grade will receive a badge for their LinkedIn site. Offered Every Term.

## **BA 6000 Introduction to Accounting and Financial Reporting Cr. 3**

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. 3**

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.

**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 6030 Budgeting, Operations and Grants Cr. 2**

Introduction to accounting and financial reporting and understanding of budgeting, capital planning and grants management. Offered Intermittently.

**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 7010 Global Operations and Supply Chain Management Cr. 3**

Effective management of supply chains is critical to overall firm performance. Supply chain management encompasses the management of financial, material, informational and human resource flow. Globalization has increased the strategic importance of effective supply chain management, making global supply chain and operations management decisions directly correlated to customer service and firm success. This course introduces students to the concepts and techniques of modern Global Supply Chain and Operations management. Students will gain fundamental knowledge of Supply Chain strategy formulation, Capacity Management, Business process mapping, Quality management, Theory of Constraints, Logistic Management, Location Analysis, Forecasting, Demand Planning and inventory management and Project Management. Offered Every Term.  
**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  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7030 Business Analytics Cr. 3**

This course provides students with the skills and perspective to apply analytics in a variety of business scenarios through the development of both applied and technical business analytics skills. Offered Every Term.  
**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  
**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  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7060 Understanding Emerging Technologies Cr. 3**

Provides an understanding of how emerging business technologies alter business processes, affect operational efficiency, create competitive advantage, impact the organization's culture, and enhance customer relationships. Offered Every Term.  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.  
**Fees:** \$65

**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 6020 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, BA 7020 with a minimum grade of C, BA 7040 with a minimum grade of C, 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 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 Every Other Year.  
**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 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 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 8129 Development of an Effective Research Program in Finance Cr. 3**

The primary purpose of this doctoral research seminar is to facilitate the development of doctoral students' research ideas. One of these ideas should be developed into a full paper with the aim of submitting it to a peer-reviewed journal. Other aims of this seminar include: socializing students to the practices of the academy in the U.S., familiarizing students with major streams of research, preparing students for the dissertation process, and helping students to develop presentation skills. Offered Every Term.

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

**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, 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.  
**Fees:** \$434.8