Business Administration (BA)

Courses

BA 101Z. Introduction to Business. 4 Credits.
Presents an integrated view of both established and entrepreneurial businesses by studying their common characteristics and processes in a global context. Introduces theory and develops basic skills in the areas of accounting, finance, management, and marketing, with an emphasis on social responsibility and ethical practices. Explores how businesses can create value for themselves and society by addressing environmental and social challenges.
Equivalent to: BA 101
Additional Information:
Social Science Area

BA 169Z. Data Analysis Using Microsoft Excel. 4 Credits.
Covers Microsoft Excel software skills necessary for evidence-based problem-solving, including workbook editing, formula creation, charting, and pivot tables. Emphasizes hands-on learning using Excel functions to perform data analysis to enhance decision-making. Previously taught as BA 240.
Requisites: Prereq: BA 101Z.
Equivalent to: BA 240

BA 199. Special Studies: [Topic]. 1-5 Credits.
Experimental course - topic varies.
Repeatable 99 times when topic changes

BA 211Z. Principles of Financial Accounting. 4 Credits.
Imparts an understanding of the purpose of accounting, common financial statement items, and the principles of internal controls. Focuses on recording the impact of economic events on account balances using U.S. Generally Accepted Accounting Principles, and the creation and analysis of financial statements to aid in external decision making.
Equivalent to: ACTG 211

BA 213Z. Principles of Managerial Accounting. 4 Credits.
Builds an understanding of the role of managerial accounting in a business, focusing on the development and use of information to evaluate production costs and operational performance in support of short- and long-term organizational decision-making.
Requisites: Prereq: BA 211Z.
Equivalent to: ACTG 213

BA 215. Accounting: Language of Business Decisions. 4 Credits.
How the accounting model reflects business transactions or events. Interpretation and analysis of financial statements. Understanding cost and revenue information, organization, and decisions.
Requisites: Prereq: BA 101Z.

BA 252. Global Perspectives in Business. 4 Credits.
An interdisciplinary introduction to what it means to participate in a global economy, critically reflecting on globalization, the impacts of business activity, human rights, global finance, marketing, and management. Also explores concepts and skills in intercultural communication and working with others from around the world.
Additional Information:
Cultural Literacy: Global Perspectives

BA 308. Leadership and Communication. 4 Credits.
Personal leadership and communication skills. Focuses on self-awareness for leading, persuading, and working with others; effective business writing and speaking; and team development. Students may not receive credit both BA 308 and BA 308H. Sophomore standing required.
Requisites: Prereq: BA 101Z; one from WR 122Z, WR 123, HC 221H.
Equivalent to: BA 308H

BA 308H. Leadership and Communication. 4 Credits.
Personal leadership and communication skills. Focuses on self-awareness for leading, persuading, and working with others; effective business writing and speaking; and team development. Students may not receive credit both BA 308 and BA 308H. Open only to students in the LCB Honors Program.
Requisites: Prereq: BA 101Z; one from WR 122Z, WR 123, HC 221H.
Equivalent to: BA 308

BA 315. Economy, Industry, and Competitive Analysis. 4 Credits.
Free enterprise capitalism and market competition. Economic value added, product cost, and product pricing. Organizational arrangements and the control of economic activity.
Requisites: Prereq: BA 101Z.

BA 316. Management: Creating Value through People. 4 Credits.
Management systems for planning, controlling, organizing, and leading; how they influence human behavior in organizations. Selecting, training, retaining, and motivating the human resource in organization.
Requisites: Prereq: BA 101Z.

BA 317. Marketing: Creating Value for Customers. 4 Credits.
Market analysis, target customer identification, and development of marketing-mix strategies to deliver superior customer value and contribute to the performance of the organization.
Requisites: Prereq: BA 101Z.

BA 318. Finance: Creating Value through Capital. 4 Credits.
Financial statement analysis, pro forma statements and capital budgeting, time value of money, net present-value analysis, risk and cost of capital.
Requisites: Prereq: BA 101Z; BA 211Z or BA 215.

BA 322. Fundamentals of Sustainable Business. 4 Credits.
Survey of the ideas, tools, and skills used by businesses to address environmental and social challenges, including new business attitudes, models, ventures, and ecosystems.
Requisites: Prereq: MGMT 311.

BA 325. Business Law and Ethics. 4 Credits.
Legal and ethical environments of business, including U.S. legal concepts, social and environmental impacts of business, and ethical decision making.
Requisites: Prereq: BA 101Z; one from WR 122Z, WR 123, HC 221H.
Equivalent to: BA 325H

BA 325H. Business Law and Ethics. 4 Credits.
BA 325H offers an intensive exploration of legal and ethical environments of business, including U.S. legal concepts, social and environmental impacts of business, and ethical decision making. Students cannot receive credit for both BA 325 and BA 325H.
Requisites: Prereq: BA 101Z; WR 122Z or WR 123; BA 308 or BA 308H.
Equivalent to: BA 325

BA 361. Cross-Cultural Business Communication. 4 Credits.
Theoretical and practical approach to value dimensions across cultures and their impact on communication in business and professional contexts. Develops intercultural business communication skills.
Requisites: Prereq: WR 121Z recommended.

BA 365. Cross-Cultural Negotiation. 4 Credits.
Theory and practice of negotiating effectively across cultures. Research and analysis of culturally specific models for negotiating and experience using those models in cross-cultural simulations.
Requisites: Prereq: WR 121Z recommended.

BA 399. Special Studies: [Topic]. 1-5 Credits.
Experimental course - topic varies.
Repeatable 99 times

BA 404. Internship: [Topic]. 1-4 Credits.
Professional practice in an organization that integrates concepts studied at the university with career-related work experience.
Repeatable 99 times

BA 406. Practicum: [Topic]. 1-12 Credits.
A series of clinical experiences under academic supervision designed to integrate theory and principles with practice.
Repeatable 99 times

BA 407. Seminar: [Topic]. 1-4 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 99 times

BA 410. Experimental Course: [Topic]. 1-4 Credits.
Experimental course - topic varies.
Repeatable 99 times when topic changes

BA 425. Law for Managers. 4 Credits.
Critical legal concepts that managers, entrepreneurs, and professionals need to understand to succeed in their careers and contribute positively to society. The course will examine how legal and ethical considerations interact focusing on the legal system of the United States.

BA 453. Business Strategy and Planning. 4 Credits.
Capstone course focusing on strategy formulation and decisional processes. Includes writing a business plan that applies knowledge and develops course of action to accomplish organizational objectives. Students cannot receive credit for both BA 453 and BA 453H.
Requisites: Prereq: MGMT 311 (or MGMT 311H), MKTG 311 (or MKTG 311H), BA 308 (or BA 308H), OBA 312 (or OBA 312H), OBA 335 (or OBA 335H), FIN 311 (or FIN 311H or EC 311), FIN 316 (or FIN 316H), BA 325 (or BA 325H), OBA 311 (or OBA 311H).
Equivalent to: BA 453H

BA 453H. Business Strategy and Planning. 4 Credits.
Provides conceptual tools for in-depth strategic analysis and interactive discussions from sources relevant to the challenge of developing and implementing strategy. Students cannot receive credit for both BA 453 and BA 453H.
Requisites: Prereq: MGMT 311 (or MGMT 311H), MKTG 311 (or MKTG 311H), BA 308 (or BA 308H), OBA 312 (or OBA 312H), OBA 335 (or OBA 335H), FIN 311 (or FIN 311H or EC 311), FIN 316 (or FIN 316H), BA 325 (or BA 325H), OBA 311 (or OBA 311H).
Equivalent to: BA 453

BA 510. Experimental Course: [Topic]. 1-4 Credits.
Experimental course - topic varies.
Repeatable 99 times when topic changes

BA 525. Law for Managers. 4 Credits.
Critical legal concepts that managers, entrepreneurs, and professionals need to understand to succeed in their careers and contribute positively to society. The course will examine how legal and ethical considerations interact focusing on the legal system of the United States.

BA 601. Research: [Topic]. 1-16 Credits.
Disciplined inquiry of a topic with varying techniques and assignments suited to the nature and conditions of the problem being investigated. Often pursued in relation to a dissertation or thesis.
Repeatable 99 times

BA 604. Internship: [Topic]. 1-9 Credits.
Professional practice in an organization that integrates concepts studied at the university with career-related work experience.
Repeatable 99 times

BA 605. Reading and Conference: [Topic]. 1-16 Credits.
A particular selection of material read by a student and discussed in conference with a faculty member.
Repeatable 99 times

BA 606. Practicum: [Topic]. 1-12 Credits.
A series of clinical experiences under academic supervision designed to integrate theory and principles with practice.
Repeatable 99 times

BA 607. Seminar: [Topic]. 1-5 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 99 times

BA 608. Workshop: [Topic]. 1-16 Credits.
An intensive experience, limited in scope and time, in which a group of students focus on skills development rather than content mastery.
Repeatable 99 times

BA 610. Experimental Course: [Topic]. 1-6 Credits.
Experimental course - topic varies.
Repeatable 99 times when topic changes

BA 621. Business Writing. 1 Credit.
Reviews the theory and practice of writing effectively for U.S. and international business audiences, addressing the use of rhetorical, cultural, and organizational analysis to create persuasive business documents.

BA 661. Oregon Advanced Strategy. 3 Credits.
Examines advanced strategic analysis in corporate setting and integrates multidisciplinary values such as sustainability, product-service excellence, cultural values, financial strength, advanced marketing, entrepreneurial thinking, customer relationship management, big data analytics. This course is taught through the C-level practitioner's perspective.
Requisites: Prereq: MGMT 614.

BA 680. Data Visualization and Communication in Business. 3 Credits.
Focuses on how to organize and understand data, present visual information to varied audiences, and tell logical and persuasive data stories in order to make data more understandable in business contexts, focusing on clarity rather than complexity.
Requisites: Prereq: OBA 612.

BA 691. Professional Development for Emerging Managers. 2 Credits.
This course is designed to equip MS in Management students with essential professional skills needed to be successful in the program and beyond. Through interactive workshops, case studies, and skill-building exercises, students will develop competencies in communication, team collaboration, networking, and career readiness. By the end of this course, students from diverse academic backgrounds will gain the tools needed to navigate business environments confidently and pursue successful careers in business.

BA 705. Reading and Conference: [Topic]. 1-16 Credits.
A particular selection of material read by a student and discussed in conference with a faculty member.
Repeatable 99 times

BA 707. Seminar: [Topic]. 1-6 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 99 times

BA 708. Workshop: [Topic]. 1-16 Credits.
An intensive experience, limited in scope and time, in which a group of students focus on skills development rather than content mastery.
Repeatable 99 times

BA 710. Experimental Course: [Topic]. 1-9 Credits.
Experimental course - topic varies.
Repeatable 99 times

BA 711. Legal Environment of Business. 3 Credits.
Analysis of government policy and the legal environment in which business operates; the effects of law, government policy, and social forces on the formulation of business strategy and decision-making.

BA 712. Financial Accounting and Reporting. 3 Credits.
Preparation, interpretation, and use of external financial statements and reports. Covers basic accounting principles, recording and reporting techniques underlying valuation and income determination.

BA 713. Data and Business Decisions. 3 Credits.
Integrates statistical tools for analyzing business data and covers process analysis, data collection, regression, statistical control, and forecasting.

BA 714. Managerial Accounting. 3 Credits.
Introduction to cost accounting terminology; costing strategies, nontraditional costing systems, activity-based costing and product-service costing applications.

BA 715. Managerial Economics. 3 Credits.
Covers micro- and macroeconomic analyses and the concepts of cost, demand, profit, and competition. Examines monetary and fiscal policy, the Federal Reserve System, and money and capital markets.

BA 716. Managing Organizations. 3 Credits.
This course investigates organizations as complex social systems including: leadership, managing individuals, groups, teams, and formal and informal processes and systems.

BA 717. Marketing Management. 3 Credits.
Examines marketing analysis and planning necessary to develop marketing plans and strategies for a product-line. Includes basic marketing concepts and philosophies and brief exposure to macromarketing strategies. Sequence with BA 719.

BA 718. Financial Analysis. 4 Credits.
Covers objectives, tools, methods, and problems of financial management. Includes fund acquisitions, dividend policy, capital acquisitions, taxes, mergers, and investment banking. Sequence with BA 720.

BA 719. Marketing Strategy. 3 Credits.
Marketing strategies for product-service introduction, growth, maturity, and decline; managing product-service innovation and development; brand equity, relationship marketing. Sequence with BA 720.
Requisites: Prereq: BA 717.

BA 720. Corporate Financial Strategy. 3 Credits.
Advanced topics in firm evaluation (e.g., acquisitions, restructuring) and financial risk management (e.g., hedging, derivatives, foreign projects) as related to global and domestic corporate strategies. Sequence with BA 719.
Requisites: Prereq: BA 718.

BA 721. Business Writing. 1 Credit.
Reviews the theory and practice of writing effectively for U.S. and international business audiences, addressing the use of rhetorical, cultural, and organizational analysis to create persuasive business documents.

BA 722. Leadership and Motivation: [Topic]. 1 Credit.
LEAD is the leadership foundation course that runs across the entire first year. The instructors and 2nd year students lead the in-class discussions of a variety of leadership topics. Topics include elements of motivation and leadership that affect management decision-making and problem-solving.
Repeatable 2 times for a maximum of 3 credits

BA 723. Formulating Corporate Strategy. 3 Credits.
Focuses on how corporations choose to compete. Covers the analytical techniques and planning models appropriate for making this fundamental decision.

BA 725. Implementing Corporate Strategy. 3 Credits.
Uses problems and cases to examine the implementation of corporate strategy, the strategy process and cycle, and implementation methods.Sequence with BA 723.

BA 726. Global Business. 3 Credits.
Examines global competition and strategy, regional economic integration, cross-cultural challenges, foreign market entry, international joint ventures and strategic alliances, international dimensions in functional areas of business.

BA 727. Operations Management. 3 Credits.
Examines methods and processes for providing a competitive advantage through continuous quality and process improvements, supplier management, and efficient production of goods and services.

BA 728. Global Business Perspectives. 1 Credit.
Today’s world requires managers to have a deep understanding of business practices on a global level. The curriculum of the Oregon Executive MBA program is focused on providing a global business education. The global study course is designed to complement the OEMBA curriculum by providing an immersive experience in global business.

BA 729. Business Negotiation. 3 Credits.
Explores the major theories and concepts of negotiation. Opportunities to practice deal-making and conflict resolution. Encourages improvement in communication and persuasion.

BA 730. Business Ethics. 1 Credit.
Studies the derivation of values and the application of those values to individual choices. Emphasizes the conflict manager's experience when choosing between two alternatives.

BA 731. New Venture Planning. 3 Credits.
Students identify and research a business opportunity; develop and present a professional start-up business plan that includes market, competitor, cash flow, and financial analyses.

BA 732. Technology and Innovation Management. 3 Credits.
Exposes students to the dynamics of industries driven by technological innovation, and focuses on thinking strategically about technological innovation and new product development and deployment.

BA 735. Opportunity Recognition. 3 Credits.
Provides students with techniques and models to identify and develop new opportunities and manage innovation processes.

BA 736. Alliances and Acquisitions. 3 Credits.
Using alliances and acquisitions as a strategic tool; emphasis on value creation. Includes deal valuation, deal-making, due diligence, integration, and ecosystem development. Builds on negotiation, strategy, and finance courses.

BA 740. Capstone Business Project I. 1-9 Credits.
Focuses on integration of functional areas of business. Includes writing a plan that applies knowledge and develops a course of action to accomplish organizational objectives. First in a series for 2yr OEMBA students.
Repeatable 3 times for a maximum of 9 credits

BA 741. Capstone Business Project II. 2 Credits.
Focuses on integration of functional areas of business. Includes writing a plan that applies knowledge and develops a course of action to accomplish organizational objectives. Second in a series for 2yr OEMBA students. Sequence with BA 740, BA 742.

BA 742. Capstone Business Project III. 4 Credits.
Focuses on integration of functional areas of business. Includes writing a plan that applies knowledge and develops a course of action to accomplish organizational objectives. Third in a series for 2yr OEMBA students. Sequence with BA 740, BA 741.

BA 743. Innovation and Entrepreneurship: [Topic]. 1 Credit.
This course focuses on various special topics related to both innovation and entrepreneurship. The ideas and tools discussed in this course may relate to new ventures and early-stage firms or explore the principles of innovation within a large and mature company. For example, the course may discuss how established organizations can apply entrepreneurial principles to innovate within their existing structures. The course may focus primarily on the venture capital market and explore funding sources, venture capital dynamics, business valuation, and legal agreements in new ventures.
Repeatable 3 times for a maximum of 4 credits when topic changes

BA 744. Managing Conflict and Change: [Topic]. 1 Credit.
The Oregon Executive MBA curriculum is focused on transitioning students from their current level of managerial expertise to a C-suite level of management. Part of that development requires the acquisition of management skills to navigate times when situations change or become difficult. This topics course provides opportunities to examine the dynamics of change and conflict within organizations, focusing on how leaders can effectively manage and navigate these challenges. Students will explore strategies for facilitating organizational transformation, resolving conflicts, and fostering positive outcomes in high-pressure environments. The course emphasizes the development of practical skills for managing both interpersonal and structural changes.
Repeatable 3 times for a maximum of 4 credits when topic changes

BA 745. Analytic Tools : [Topic]. 1 Credit.
The modern global business environment requires that managers not only be well trained in management principles, but also possess a set of analytical tools to help navigate complex decisions. This topics course provides opportunities for in-depth exploration of different analytical tools and techniques that support effective decision-making and problem-solving in organizational contexts. Students will develop skills to interpret data, evaluate complex scenarios, and apply quantitative and qualitative methods to drive strategic insights and improve business outcomes. The course emphasizes practical application and critical thinking to enhance managerial effectiveness.
Repeatable 3 times for a maximum of 4 credits when topic changes