Business Administration (BA)

Courses

BA A100 Tourism in Rural Alaska 3 Credits
This is the Alaska that visitors come to see: the land, water, animals and people of rural Alaska. Provides information about the Alaska visitor and the visitor industry. Local history, geography, geology, small business, land status, Native culture and ecotourism will be included. Also, starting and operating a small business, advertising and marketing, hiring and training employees, and customer service. A great overview of all aspects of the visitor industry for those working in industry, thinking about starting a business, or who already have a business.

BA A131 Personal Finance 3 Credits
Introduction to consumer finance. Surveys topics such as family budgeting, income tax fundamentals, consumer credit, home buying and financing, auto financing, insurance, investment fundamentals, estate planning, and retirement planning.

BA A151 Business Foundations 3 Credits
Introduces students to key business principles. Explores strategies allowing companies to compete in today's complex global marketplace. Discusses the primary functional areas of business, including management, marketing, finance, accounting and information systems. Provides students with opportunities to develop essential business skills such as critical thinking, problem solving, team building and business etiquette.

Attributes: UAA Social Sciences GER.

BA A155 Personal Investments 3 Credits
Introduces students to investment of personal income and how to define and reach their financial goals. Surveys topics such as stocks, bonds, mutual funds, banking, annuities, insurance, real estate, estate planning, and taxes.

BA A166 Entrepreneurship and Small Business Management 3 Credits
Introduces the concepts and practical aspects of entrepreneurial management for starting and operating a small business. Focuses on decision making, management, leadership, marketing, financial controls, and other necessary processes to ensure the successful start-up and long-term health of a business enterprise.

BA A201 Introduction to Alaska Native Business 1 Credit
Introduces students to the Alaska Native Claims Settlement Act (ANCSA) and Native business organizations. Examines career opportunities within these organizations.

Prerequisites: WRTG A111 with a minimum grade of C or WRTG A1W with a minimum grade of C.

BA A202 Alaska Native Organizations 3 Credits
Overview of the Alaska Native Claims Settlement Act (ANCSA) and amendments. Introduction to Alaska Native-focused organizations, including health organizations, regional corporations, village corporations, Community Development Quota (CDQ) groups, nonprofit economic development organizations, tribes, etc. Includes insights into organizational missions, goal-setting strategies and management approaches.

Prerequisites: BA A201 with a minimum grade of C.

BA A215 Introduction to Property Management 3 Credits
Introduces property management topics including career opportunities; residential, commercial and industrial management; property management finance; marketing; risk management; Landlord-Tenant law; and Fair Housing.

Registration Restrictions: UAA-approved mathematics placement test scores may be used in lieu of prerequisites.

Prerequisites: MATH A105 with a minimum grade of C or MATH A121 with a minimum grade of C or MATH A151 with a minimum grade of C or MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C.

BA A225 Leasing in Property Management 3 Credits
Examines the tools needed to produce telephone presentations, prospect interviews, demonstrations and Internet leasing. Also includes rental procedures, resident relations and leasing laws.

Special Note: Successful completion enables students to sit for a national leasing designation exam.

Registration Restrictions: UAA-approved mathematics placement test scores may be used in lieu of prerequisites.

Prerequisites: MATH A105 with a minimum grade of C or MATH A121 with a minimum grade of C or MATH A151 with a minimum grade of C or MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C.

BA A231 Fundamentals of Supervision 3 Credits
Introduces students to the supervisor's role in organizations. Emphasizes development of the insights and skills necessary to achieve organizational objectives through others by effectively using the managerial functions of planning, organizing, leading, and controlling. Offers practical experience in decision making in contemporary and relevant situations facing today's supervisors.

BA A233 Survey of Finance 3 Credits
Surveys the discipline of finance. Topics covered are: financial markets, financial institutions, financial statements analysis, time value of money, capital budgeting, and methods of short-term and long-term financing.

Prerequisites: (ACCT A101 or ACCT A201) and MATH A105.

BA A241 Business Law I 3 Credits
Introduction to business law. Covers topics such as the American legal system, dispute resolution, constitutional and government regulation of business, torts, contract laws and theory, international law, and business ethics.

Crosslisted With: JUST A241.
BA A242 Business Law II 3 Credits
Continuation of Business Law I. Covers topics such as sales and leases, negotiables, debtor-creditor relations, agency, business organizations, and property protection.
Crosslisted With: JUST A242.
Prerequisites: BA A241 or JUST A241.

BA A260 Marketing Practices 3 Credits
Examines the tools, techniques and principles of marketing and how to apply them. Identifies the significance of connecting with customers. Examines and identifies market factors which create the greatest customer satisfaction possible in the highly competitive environments of the 21st century.
Prerequisites: BA A151.

BA A264 Personal Selling 3 Credits
Designed for students with or without sales experience. Explores skills all individuals use to sell themselves, goods, services and ideas. Offers opportunities for students to practice selling skills that will help them become better communicators throughout life.

BA A266 Retailing Management 3 Credits
Introduces students to the high-tech, global growth retail industry and its vital economic role in society. Covers retailing topics for brick and mortar retailers and electronic storefronts. Includes retailing strategy, merchandise management and store management.
Prerequisites: BA A151 with a minimum grade of C.

BA A273 Introduction to Statistics for Business and Economics 3 Credits
Introduces statistics and probability with an emphasis on the analysis of business and economic data. Includes descriptive statistics for univariate and bivariate data, elementary probability and sampling distributions, confidence intervals and hypothesis tests, and simple linear regression. Familiarizes students with statistical packages for data analysis.
Special Note: Students may apply no more than 3 credits from BA A273 or STAT A200 toward graduation requirements for a baccalaureate degree.
Prerequisites: CIS A110 with a minimum grade of C and (MATH A121 with a minimum grade of C or MATH A151 with a minimum grade of C or MATH A152 with a minimum grade of C or MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C).

BA A286 Entrepreneurship and Innovation 3 Credits
Introduces students to the requirements and strategies necessary for starting and developing new ventures. Covers a broad range of topics using class discussion, assigned readings, guest speakers and case analysis. Topics will include, but not be limited to, entrepreneurial thinking, opportunity recognition and assessment, funding and other resource requirements, growth issues, valuation, and managing the business.
Prerequisites: BA A166 with a minimum grade of C.

BA A287 Introduction to International Business 3 Credits
Examines successes and failures of business and management practices across different cultures. Introduces personal and professional skills that a global manager needs to succeed in an international context.
Prerequisites: WRTG A111 with a minimum grade of C or WRTG A211 with a minimum grade of C or WRTG A212 with a minimum grade of C or WRTG A213 with a minimum grade of C or WRTG A214 with a minimum grade of C or WRTG A1W with a minimum grade of C or WRTG A2W with a minimum grade of C.

BA A290A Alaska Native Business Practices 1-3 Credits
Introductory examination of topics and issues in Alaska Native business practices. Prominent leaders from the Native community are brought into direct classroom contact with students to discuss important business issues in rural Alaska and the larger Native community.
Special Note: Subtitle varies. May be repeated for credit with a different subtitle.

BA A295 Internship in Business Administration 3 Credits
Integrates classroom study with planned and supervised work experience in the public and private sectors. Students acquire essential practical skills by being exposed to an occupational work environment beyond the boundaries of the campus, enhancing self-confidence and career direction.
Special Note: May be repeated more than once for credit, but only 3 credits will apply to degree requirements.
Registration Restrictions: Permission of faculty internship coordinator; 2.75 GPA.

BA A300 Organizational Theory and Behavior 3 Credits
Centered on developing a working knowledge of the key theories that deal with human behavior in work settings. Content includes: individual differences, personality, attitudes, perception, attribution, and biases. Also includes the major theories of motivation and leadership, dynamics of group interaction, teams, social processes, diversity, organizational culture, and ethics.
Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.

BA A302 Maintenance in Property Management 3 Credits
Examines successes and failures of business and management practices across different cultures. Introduces personal and professional skills that a global manager needs to succeed in an international context.
Prerequisites: WRTG A111 with a minimum grade of C or WRTG A211 with a minimum grade of C or WRTG A212 with a minimum grade of C or WRTG A213 with a minimum grade of C or WRTG A214 with a minimum grade of C or WRTG A1W with a minimum grade of C or WRTG A2W with a minimum grade of C.

BA A290A Alaska Native Business Practices 1-3 Credits
Introductory examination of topics and issues in Alaska Native business practices. Prominent leaders from the Native community are brought into direct classroom contact with students to discuss important business issues in rural Alaska and the larger Native community.
Special Note: Subtitle varies. May be repeated for credit with a different subtitle.

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Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.

BA A302 Maintenance in Property Management 3 Credits
Examines successes and failures of business and management practices across different cultures. Introduces personal and professional skills that a global manager needs to succeed in an international context.
Prerequisites: WRTG A111 with a minimum grade of C or WRTG A211 with a minimum grade of C or WRTG A212 with a minimum grade of C or WRTG A213 with a minimum grade of C or WRTG A214 with a minimum grade of C or WRTG A1W with a minimum grade of C or WRTG A2W with a minimum grade of C.

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BA A302 Maintenance in Property Management 3 Credits
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Prerequisites: WRTG A111 with a minimum grade of C or WRTG A211 with a minimum grade of C or WRTG A212 with a minimum grade of C or WRTG A213 with a minimum grade of C or WRTG A214 with a minimum grade of C or WRTG A1W with a minimum grade of C or WRTG A2W with a minimum grade of C.

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Examines successes and failures of business and management practices across different cultures. Introduces personal and professional skills that a global manager needs to succeed in an international context.
Prerequisites: WRTG A111 with a minimum grade of C or WRTG A211 with a minimum grade of C or WRTG A212 with a minimum grade of C or WRTG A213 with a minimum grade of C or WRTG A214 with a minimum grade of C or WRTG A1W with a minimum grade of C or WRTG A2W with a minimum grade of C.

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Special Note: Subtitle varies. May be repeated for credit with a different subtitle.

BA A295 Internship in Business Administration 3 Credits
Integrates classroom study with planned and supervised work experience in the public and private sectors. Students acquire essential practical skills by being exposed to an occupational work environment beyond the boundaries of the campus, enhancing self-confidence and career direction.
Special Note: May be repeated more than once for credit, but only 3 credits will apply to degree requirements.
Registration Restrictions: Permission of faculty internship coordinator; 2.75 GPA.
BA A303 Real Estate Investment Finance 3 Credits
Examines the basics of finance as it applies to real estate investment and asset management. Topics include operating budgets, cash flow pro formas, performance measures and property valuations. Provides students with the tools to calculate revenue and expense management figures such as return on investment (ROI), net operating income (NOI), cash flow and internal rate of return (IRR).
**Registration Restrictions:** College of Business and Public Policy majors must be admitted to upper-division standing.
**Prerequisites:** BA A215 with a minimum grade of C or BA A325 with a minimum grade of C.

BA A306 Real Estate Principles 3 Credits
Surveys licensee relationships; forms of ownership; property law and rights and limitations; forms of conveyances; contracts; financing instruments; Alaska real estate license law and Alaska landlord tenant law; and federal fair housing and RESPA laws.
**Special Note:** May fulfill pre-license education requirements for the Alaska Real Estate Salesperson License exam. Contact instructor for details.
**Registration Restrictions:** College of Business and Public Policy majors must be admitted to upper-division standing.
**Prerequisites:** (BA A241 with a minimum grade of C or JUST A241 with a minimum grade of C) and ECON A201 with a minimum grade of C and (MATH A121 with a minimum grade of C or MATH A151 with a minimum grade of C or MATH A152 with a minimum grade of C) and (MATH A155 with a minimum grade of C or MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C).

BA A315 Property Management and Marketing 3 Credits
Surveys residential, retail, office and industrial property management; management contracts and lease agreements; landlord-tenant laws and federal fair housing laws; asset operating budgets and cash flow statements; and property leasing and marketing.
**Registration Restrictions:** College of Business and Public Policy majors must be admitted to upper-division standing.
**Prerequisites:** (BA A241 with a minimum grade of C or JUST A241 with a minimum grade of C) and ECON A201 with a minimum grade of C and (MATH A121 with a minimum grade of C or MATH A151 with a minimum grade of C or MATH A152 with a minimum grade of C) and (MATH A155 with a minimum grade of C or MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C).

BA A320 Real Estate Finance 3 Credits
Surveys all aspects of real estate finance. Topics covered are interest rates, mortgages, federal housing policies, secondary mortgage markets, leverage and property valuation, taxation, and real estate in a portfolio context.
**Registration Restrictions:** College of Business and Public Policy majors must be admitted to upper-division standing.
**Prerequisites:** (BA A241 with a minimum grade of C or JUST A241 with a minimum grade of C) and ECON A201 with a minimum grade of C and (MATH A121 with a minimum grade of C or MATH A151 with a minimum grade of C or MATH A152 with a minimum grade of C or MATH A155 with a minimum grade of C or MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C).

BA A325 Corporate Finance 3 Credits
Surveys the practice of corporate finance. Topics covered are financial statements analysis, valuation of securities, capital budgeting, risk and return, cost of capital, capital structure and working capital management.
**Registration Restrictions:** College of Business and Public Policy majors must be admitted to upper-division standing.
**Prerequisites:** BA A273 with a minimum grade of C.

BA A343 Principles of Marketing 3 Credits
Examines the present role and evolving scope of marketing in organizations and the global economy. Provides a comprehensive delineation of the key marketing terms, concepts, and decision paradigms; offers an overview of the requisite steps, strategic considerations, and essential elements involved in planning, implementing, and evaluating marketing activities and campaigns.
**Registration Restrictions:** College of Business and Public Policy majors must be admitted to upper-division standing.

BA A347 International Marketing 3 Credits
Emphasizes concepts of marketing strategy used to achieve competitive advantage in the global marketplace. Focuses on global consumer insights, market planning, organizing, coordinating and on the controlling functions of international marketing management.
**Registration Restrictions:** College of Business and Public Policy majors must be admitted to upper division standing.
**Prerequisites:** BA A343 with a minimum grade of C.

BA A361 Human Resource Management 3 Credits
Provides students with an overview of human resource management in today's globally competitive and continually changing environment. Students gain an increased understanding of the importance of good human resource management in the current marketplace and learn to view human resource issues from both the strategic and tactical perspectives.
**Registration Restrictions:** College of Business and Public Policy majors must be admitted to upper-division standing.
**Prerequisites:** BA A300.

BA A375 Statistics for Business and Economics 3 Credits
Intermediate statistics and probability with emphasis on the analysis of business and economic data. Includes multivariate probability models; classic inferences for means, standard deviations, and proportions in one and two populations; analysis of variance; contingency tables; multiple regression and nonparametric statistics. Statistical computer packages are used extensively.
**Registration Restrictions:** College of Business and Public Policy majors must be admitted to upper-division standing.
**Prerequisites:** BA A273 with a minimum grade of C and (MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C).
BA A377 Operations Management 3 Credits
Introduces management of the operations/production system with an emphasis on quantitative analysis. Characteristics of systems, types of production and service systems, forecasting, planning and scheduling work, facility design and location, and selected topics in operations research will be covered.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A273 with a minimum grade of C and (MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C).

BA A380 Investment Management 3 Credits
Introductory course in investment management covering valuations and techniques of investment in financial securities. Evaluates investment choices including common stock, preferred stock, bonds, convertibles, mutual funds, closed end funds, hedge funds and private equity.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A325 with a minimum grade of C.

BA A381 Consumer Behavior and Relationship Management 3 Credits
Examines why consumers behave the way they do through exploring perceptions about consumption behaviors; theories developed in marketing, psychology and sociology; and applying these theories to predict how consumers will respond to marketing actions.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A343 with a minimum grade of C.

BA A383 Market Research: Methods, Metrics and Strategies 3 Credits
Examines the marketing research function and its role in the managerial decision-making process. Includes an overview of marketing research methods, metrics and strategies. Includes conducting primary and secondary data collection, analysis of statistical data, and preparing a written and oral research report.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A343 with a minimum grade of C and (BA A375 with a minimum grade of C or ECON A312 with a minimum grade of C).

BA A385 Intermediate Financial Management 3 Credits
Intermediate course in corporate finance utilizing advanced analytical techniques and concepts. Includes multifactor asset pricing models, free cash flow and corporate valuation, capital budgeting risk analysis and real options, capital structure theory, mergers, and corporate bankruptcies.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A325 with a minimum grade of C.

BA A386 The Startup Venture 3 Credits
Introduces concepts, theories and methods of commercializing a validated new business model for a new venture. Includes the venture capital funding process, the players involved in this process, strategies for raising capital, capitalization tables, negotiating tactics, and term sheets.

Prerequisites: BA A286 with a minimum grade of C.

BA A388 Globalization and Business Environment 3 Credits
Examines the external context in which businesses operate. Includes an assessment of the ethical, legal, political and social issues that organizations face in a global environment.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.

BA A395 Property Management and Real Estate Internship 1-6 Credits
Integrates classroom knowledge with supervised work experience in property management and/or a related real estate environment.

Special Note: May be repeated, but only BBA Management majors with a concentration in property management and real estate may apply 6 credits to meeting degree requirements.

Registration Restrictions: Must be admitted to the BBA program; must be admitted to upper-division standing. Permission of the College of Business and Public Policy faculty internship coordinator; cumulative GPA of 2.75 or higher; 3.00 GPA in major.
Prerequisites: BA A215 with a minimum grade of C and BA A225 with a minimum grade of C.

BA A401 Alaska Native Corporation Business Management 3 Credits
Covers the history, development and management of Alaska Native corporations and their economic and social impact on Alaska. Compares Native and non-Native corporate structures and governance; strategies, goals and core competencies; management practices and performance; and future challenges.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A202 with a minimum grade of C.

BA A402 Indigenous Leadership 3 Credits
Explores leadership styles in Alaska Native organizations. Compares and contrasts indigenous and non-Native leadership characteristics.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A202 with a minimum grade of C.

BA A403 Inside the Boardroom of Alaska Native Organizations 1 Credit
Examines best practices and the roles and responsibilities of a board of directors. Explores the differences between various types of boards: tribal, Alaska Native corporation, for-profit and nonprofit.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A401 with a minimum grade of C.

BA A421 Property Management Capstone 3 Credits
An in-depth evaluation of an income property including a property description, regional and neighborhood analysis, market analysis, financial data, suggested alternatives, and final conclusions.

Special Note: Successful completion should prepare students to sit for the National Apartment Association Certified Apartment Manager (CAM) exam.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A215 with a minimum grade of C and BA A225 with a minimum grade of C and BA A302 with a minimum grade of C and BA A303 with a minimum grade of C.
BA A426 Financial Institutions 3 Credits
Study of the functions, structures, delivery systems, efficiencies, risk management, and performances of financial institutions including banks, savings and loan associations, credit unions, investment companies, pension funds, mutual funds, and endowments.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A325 with a minimum grade of C.

BA A427 International Finance 3 Credits
Covers foreign exchange determination and forecasting; foreign exchange, translation and transaction risks; hedging and speculation; international portfolio diversification and direct foreign investment; international acquisitions; and international taxation.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A325 with a minimum grade of C.

BA A431 Real Estate Appraisal 3 Credits
Surveys all aspects of the real estate appraisal. Topics cover appraisal process, real estate economics, property inspection, sales comparison approach, cost approach, income approach, reporting appraisal opinion and the professional appraiser.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: ECON A201 with a minimum grade of C and (MATH A121 with a minimum grade of C or MATH A151 with a minimum grade of C or MATH A152 with a minimum grade of C or MATH A155 with a minimum grade of C or MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C).

BA A432 Real Estate Law 3 Credits
Surveys all aspects of the real estate law. Topics covered are legal system; scope of real property; types of ownership; real estate contracts; title and insurance; financing, closing and taxation; landlord and tenants; and environmental law and regulation.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A241 with a minimum grade of C or JUST A241 with a minimum grade of C.

BA A451 Advanced Investment Strategies 3 Credits
Advanced course in investment management covering problems and process of evaluating a particular stock. Discusses portfolio construction and management. Analyzes performance evaluation using fundamental, technical, and behavioral models and applies it to the portfolio project.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A380 with a minimum grade of C.

BA A452 Financial Derivatives 3 Credits

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A325 with a minimum grade of C.

BA A453 Bond Market Analysis 3 Credits
Advanced course in investment management covering fixed-income securities. Covers bond fundamentals, types of debt instruments, term structure of interest rates, interest rate risks and their management, bond portfolio management, indexing, and performance evaluation.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A325 with a minimum grade of C.

BA A460 Marketing Management 3 Credits
Analysis of product, price, promotion, and distribution decisions from a strategic marketing planning perspective. Emphasizes marketing decision models applied to organizations.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A343.

BA A461 Negotiation and Conflict Management 3 Credits
Provides students with a forum to develop and practice negotiation skills and offers opportunities to make positive changes in negotiation behavior and habits.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.

BA A462 Strategic Management 3 Credits
Evaluation of the external and internal market environments to formulate a strategic plan that achieves above-average returns. Analysis of theory, current events, company and industry analysis, and case studies to prepare students to understand, evaluate, and carry out strategic decisions in the global marketplace.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A273 with a minimum grade of C and BA A300 with a minimum grade of C and BA A325 with a minimum grade of C and BA A343 with a minimum grade of C.

BA A463 Branding and Content Marketing Strategies 3 Credits
Examines the content marketing strategies used to create, publish and distribute content for a target audience to attract new customers, including social media, blogs, visual content, and content assets such as tools, e-books and webinars.

Special Note: Not available for credit to students who have completed BA A682.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
May Be Stacked With: BA A682
Prerequisites: BA A343 with a minimum grade of C.

BA A470 Becoming a Leader 3 Credits
Provides an introduction to effective leadership. Topics such as the nature of leadership, recognizing leadership traits, developing leadership skills, overcoming obstacles, and addressing values in leadership will be examined. Attention will be given to helping students understand and improve their own leadership performance.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A300 with a minimum grade of C.
BA A480 Marketing Media Analytics 3 Credits
Introduces students to the field of marketing media analytics. Examines marketing media analytics to understand how a business tracks the data specific to their use of social media, how and when to share information, what types of content drives the consumer, and the impact of marketing on the business.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
May Be Stacked With: BA A680
Prerequisites: BA A343 with a minimum grade of C.

BA A481 Applications in Management 3 Credits
An in-depth, hands-on examination of management topics and issues introduced in BA A300. Students are encouraged to develop their own management skills through case analysis, role playing, in-class exercises, and projects that require interaction with practicing managers.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A300.

BA A483 Marketing Campaign Practicum and Portfolio 3 Credits
Allows students to put into practice competencies learned by executing an entrepreneurial or client-based project selected, developed, implemented and assessed across and throughout all their subsequent course work, resulting in a professional portfolio and presentation.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A381 with a minimum grade of C and BA A383 with a minimum grade of C and BA A463 with a minimum grade of C and BA A480 with a minimum grade of C.

BA A485 International Business Applications 3 Credits
Examines in-depth, hands-on international business issues. Requires students to develop international business skills through field experiences and interactions with faculty and practicing managers.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A287 with a minimum grade of C.

BA A486 Field Studies in International Business 3 Credits
Explores international business concepts and processes in the field. Develops international business knowledge and skills in a field trip. Topics range from regional markets to specific topical studies.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A287 with a minimum grade of C.

BA A489 From Startup to Growth 3 Credits
Conceptualizing and planning a new business; entrepreneurship and innovation for new and established organizations; stages in business growth and implications for management. Students are required to work with a new or existing business and provide the needed studies and plans required to establish or expand an existing business.

Registration Restrictions: College of Business and Public Policy BBA majors must be admitted to upper-division standing.
Prerequisites: BA A386 with a minimum grade of C or BA A462 with a minimum grade of C.

BA A490A Current Topics in Business 1-6 Credits
Explores current issues, techniques, and trends affecting business.

Special Note: May be repeated for credit with a change of subtitle up to a maximum of 6 credits.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
May Be Stacked With: BA A690

BA A490B Selected Topics in Alaska Native Corporations 1-3 Credits
Advanced examination of topics and issues in Alaska Native corporations. Brings prominent leaders from the Alaska Native corporation community into direct classroom contact with students to discuss important business topics.

Special Note: May be repeated for credit with change of subtitle.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.

BA A490C Selected Topics in International Business 1-3 Credits
Examines current topics and issues in international business. Brings prominent leaders from business schools in overseas, federal government agencies, and business executives into direct classroom contact with students to discuss important international business topics.

Special Note: May be repeated for a maximum of 3 credits with change of subtitle.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing.
Prerequisites: BA A287 with a minimum grade of C.

BA A495 Advanced Internship in Business Administration 3 Credits
Integrates classroom study with planned and supervised work experience in the public and private sectors. Students acquire essential practical skills by being exposed to occupational work environment beyond the boundaries of the campus, enhancing self-confidence and career direction. Students are expected to perform duties commensurate with entry-level management positions.

Special Note: May be repeated more than once for credit, but only 3 credits will apply to meeting business majors' degree requirements.

Registration Restrictions: College of Business and Public Policy majors must be admitted to upper-division standing; permission of the BA faculty internship coordinator; 2.75 GPA overall; 3.00 GPA in major.

BA A603 Fundamentals of Finance 3 Credits
Surveys the practice of corporate finance. Topics covered include time value of money, financial statements analysis, valuation of securities, capital budgeting, risk and return, and cost of capital.

Special Note: This is a foundational course for MBA students who have not taken any course in finance at the baccalaureate level. Does not count toward MBA degree.

Registration Restrictions: Graduate standing.
Prerequisites: ACCT A601.

BA A610 Business Intelligence and Analytics 3 Credits
Data identification, collection, analysis and presentation of results. Basic statistical tools and models for problem analysis and data-driven decision making are presented from the perspective of a manager. Emphasis is on the appropriate selection, use and interpretation of statistical analysis for business decision making. Computer software will be intensively used to analyze business datasets.

Registration Restrictions: Graduate standing.
BA A613 Applied Leadership 3 Credits
Students develop their leadership skills, exchange ideas and evaluate their internal image, enabling them to make positive changes in their behavior from a leadership context. Students learn theories and practices that affect organizational direction through understanding internal and external influences.  
Registration Restrictions: Graduate standing  
Prerequisites: BA A632 with a minimum grade of C.

BA A617 Technology Management 3 Credits
Explores technology management models and practices. Presents the nature and importance of technological change. Introduces tools to analyze and manage changes in technology-driven organizations.  
Registration Restrictions: Graduate standing or instructor approval  
Crosslisted With: ESM A617

BA A621 Change Leadership and Facilitation 3 Credits
Effective and successful approaches to change in complex organizations are the major objectives of this course. Develops students’ capabilities to lead change at individual, group and organizational levels. Students will analyze situations that drive change in organizations and the application of theories and concepts for successful, sustainable implementation of change.  
Registration Restrictions: Graduate standing  
Prerequisites: BA A632.

BA A626 Strategic Leadership 3 Credits
Integrates and synergizes the concepts and principles learned in the MBA core and leadership concentration courses. Student teams will partner with a local organization to develop recommendations to solve a critical organizational problem or to develop a strategic plan.  
Registration Restrictions: Graduate standing  
Prerequisites: BA A621.

BA A627 Leadership in the Multicultural Organization 3 Credits
Examines leadership theories and concepts to understand how culture fits in a changing business world, how to gain a competitive advantage from effective cross-cultural management, and practicalities for doing business in an era of globalization. Explores factors, conditions and practices for business success to understand, communicate and lead across cultures.  
Registration Restrictions: Graduate standing  
Prerequisites: BA A632.

BA A628 Executive Leadership 3 Credits
Students synthesize leadership theories, practices and self-assessments so that they better understand challenges leaders face in organizations. Students are provided with opportunities to interact and network with top executives from the local business community. Executives share their leadership styles, knowledge and practical applications of theories.  
Registration Restrictions: Admission to MBA program or permission of instructor  
Prerequisites: BA A632.

BA A629 Negotiation and Conflict Management 3 Credits
Designed to result in students’ improved negotiation skill. An experiential class in which skills are both learned and practiced, enabling students to obtain feedback and make positive changes in their behavior in negotiation contexts.  
Registration Restrictions: Graduate standing

BA A631 Business Environment Analysis 3 Credits
Introduction to the methodology of business environment scanning, analysis, and forecasting; survey of the current business environment. Impacts of globalization of competition and financial markets, technological change, changing political systems, regulation, demographics, social change, and other change factors on business. Examination of social responsibility, ethics, environmental protection and other accountability issues.  
Registration Restrictions: Graduate standing.  
Prerequisites: ECON A602.

BA A632 Leadership and Organizational Behavior 3 Credits
Enable students to become effective and successful leaders and followers in organizations. Students develop an understanding of the dynamics of human behavior and acquire skills for motivating oneself, peers and subordinates. Topics include leading teams, building relationships and communicating across groups.  
Registration Restrictions: Graduate standing  
Prerequisites: ECON A602.

BA A633 Problem Formulation and Decision Analysis 3 Credits
Identification and formulation of business problems with alternative approaches to modeling and analysis. Students will undertake data collection and utilize appropriate software tools for optimization, forecasting, and simulation of business processes. Focuses on formal quantitative modeling with strong recognition of the behavioral and political contexts of decision making in complex organizations.  
Registration Restrictions: Graduate standing  
Prerequisites: ECON A602.

BA A634 Organizational Design and Development 3 Credits
Explores factors, conditions and practices that lead to creating and maintaining organizational success. Examines alternative methods of determining organizational effectiveness. Presents organizational design based on contingency theory perspective and examines major organizational dilemmas and dysfunctions. Surveys and applies critical tools available for organizational development.  
Registration Restrictions: Graduate standing  
Prerequisites: ECON A602.

BA A635 Current Marketing Issues Seminar 3 Credits
Explores the origin, nature, and ramifications of current issues in marketing that are redefining the role and scope of applied marketing management practices in contemporary organizations. Discusses the major ongoing socio-cultural and technological issues and trends impacting marketing research, competitive strategies, product/service design, pricing, promotion, and distribution.  
Registration Restrictions: Graduate standing.

BA A636 Financial Decision Making 3 Credits
Advanced course in financial decision making presenting analytical techniques and concepts. Includes risk and return relationships, capital asset pricing model (CAPM) and Markowitz diversification, free cash flow and corporate valuation, options, and working capital management.  
Registration Restrictions: Graduate standing  
Prerequisites: BA A603.
BA A640 Global Marketing 3 Credits
Apply the concepts of marketing strategy to achieve competitive advantage in the global marketplace. Primary focus includes market planning, organizing, coordinating, and controlling functions of international marketing management.

Registration Restrictions: Graduate standing.

BA A641 Advanced Consumer Behavior 3 Credits
Explores the relationship between consumers and firms. Applies the concepts of contemporary behavioral science to business practices. Applies relevant concepts from the fields of cultural anthropology, sociology, and psychology to problems encountered in different consumer groups.

Registration Restrictions: Graduate standing.

BA A648 Business Intelligence and Data Mining 3 Credits
Covers basic business intelligence and data mining including data warehousing and querying. Applies business intelligence and data mining techniques to marketing campaigns, fraud detection and terrorism detection. Uses SAS Enterprise Miner to illustrate decision trees, classification algorithms and other data mining techniques. Studies may apply for SAS Data Mining Certification.

Registration Restrictions: Graduate Standing and undergraduate statistics course with a minimum grade of C

Prerequisites: BA A273.

BA A649 Advanced Business Data Analysis 3 Credits
Analyze business data using popular statistical methods including ANOVA, ANCOVA, regression and logistical regression. Emphasizes the appropriate selection and use of statistical analysis methods based on variation pattern of observed business data. Present analysis results in an appropriate way for business decision making purposes. Statistical software package of SAS is intensively used to build statistical models for business data. This course will prepare students for the SAS certification exam for Statistical Business Analyst.

Registration Restrictions: Graduate standing

Prerequisites: BA A610.

BA A655 Strategic Management Seminar 3 Credits
Analysis of the strategic environment; formulation and implementation of strategy. Role of top management and other stakeholders in setting the organization's fundamental direction. Structure and control system design for strategic support.

Registration Restrictions: Graduate standing

Prerequisites: BA A632 and BA A635 and BA A636.

BA A656 Management Project 3 Credits
Management research project designed to integrate policy concepts, research methods, and practical problem solving techniques.

Registration Restrictions: Completion of MBA core courses.

BA A671 Introduction to Entrepreneurship 3 Credits
Covers personal qualities of successful entrepreneurs, information required to start a new business venture, and ways to present and analyze the unique business problems that face entrepreneurs in starting and operating a new venture.

Registration Restrictions: Graduate standing

BA A672 Developing a Business Plan 3 Credits
Introduces the elements of a business plan that will attract investors. Students will prepare an investor presentation and deliver it to a business audience.

Registration Restrictions: Graduate standing

BA A673 Creating and Managing the Entrepreneurial Venture 3 Credits
Provides the fundamentals of attracting venture capital, building the infrastructure and implementing the business plan once it is drafted. Focused on the ways to attract human capital, build the management team and instill the culture necessary for new venture success.

Registration Restrictions: Graduate standing

BA A680 Marketing Media Analytics 3 Credits
Provides strategic knowledge and insights into the field of marketing media analytics. Assess, interpret and apply marketing media analytics to understand how a business tracks the data specific to their use of social media, how and when to share information, what types of content drives the consumer, and the impact of marketing on the business.

Special Note: Not available for credit to students who have completed BA A480.

Registration Restrictions: Graduate standing

May Be Stacked With: BA A480

BA A682 Branding and Content Marketing Strategies 3 Credits
Analyzes the content marketing strategies used to create, publish and distribute content for a target audience to attract new customers, including social media, blogs, visual content, and content assets such as tools, e-books and webinars.

Special Note: Not available for credit to students who have completed BA A463.

Registration Restrictions: Graduate standing

May Be Stacked With: BA A463

Prerequisites: BA A635.

BA A686 Management Simulation 3 Credits
Students experience running a business as a member of a senior management team. Teams select competitive strategies, execute them within a simulated online decision-making framework, and examine how a firm’s production, marketing, R&D, HR and financial operations interact with one another in a competitive market. Teams compete simultaneously with fellow classmates and student teams from universities around the world.

Registration Restrictions: Graduate standing and completion of undergraduate or graduate course in finance and accounting.

BA A690 Advanced Topics in Business 1-6 Credits
Examines current issues, techniques, and trends affecting business and applies advanced theories to analyze and solve business problems.

Special Note: May be repeated for credit with a change in subtitle up to a maximum of 6 credits.

Registration Restrictions: Faculty permission and graduate standing.

May Be Stacked With: BA A490A
BA A695 Graduate Internship 3 Credits
Integrates classroom study with planned and supervised work experience in the public and private sectors. Students acquire essential practical skills to enhance self-confidence and career direction by being exposed to occupational work environments beyond the boundaries of the campus.

Registration Restrictions: Graduate standing, completion of MBA core courses

BA A698 MBA Individual Research 3 Credits
Independent primary research project conducted under the supervision of a faculty advisor.

Registration Restrictions: Graduate standing and completion of MBA core courses

BA A699 Thesis 6 Credits
Independent research project conducted under supervision of a thesis advisor and committee, culminating in a formal thesis and oral defense.

Registration Restrictions: Graduate standing and completion of MBA core courses