

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 A111 Real Estate Management and Investment Workshop 1 Credit

Introduces students to the concepts of real estate management and investing. Explores real estate management career and academic opportunities. Provides hands-on experience with income-producing real estate assets, investment analysis, and key management principles.

Registration Restrictions: Application and instructor approval

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 and problem solving.

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.

Special Note: It is recommended that students complete a 100-level WRTG course with a minimum grade of C.

Attributes: UAA Alaska Native-Themed GER.

BA A202 Alaska Native Organizations 3 Credits

Provides an overview of the Alaska Native Claims Settlement Act (ANCSA) and amendments. Introduces 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.

Special Note: It is recommended that students complete a 100-level WRTG course with a minimum grade of C before registering for this course.

Attributes: UAA Alaska Native-Themed GER.

BA A215 Introduction to Real Estate Management 3 Credits

Introduces the management of income-producing properties, including residential, office, retail and industrial spaces. Explores real estate management careers and investor opportunities. Broadly covers practices, including real estate marketing and leasing; conducting market and neighborhood economic analyses; calculating cash flow, return on investment, and capitalization rates; and identifying legal and risk management concerns.

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

Prerequisites: MATH A054 with a minimum grade of C or MATH A055 with a minimum grade of C or 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 or MATH A251F with a minimum grade of C.

BA A225 Real Estate Leasing 3 Credits

Identifies industry best practices for residential and commercial real estate leasing. Connects the management of leasing activities to the performance and value of real estate assets.

Special Note: Successful completion enables students to sit for a national leasing designation exam. It is recommended that students take BA A215 before or concurrently with this course.

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

Prerequisites: MATH A054 with a minimum grade of C or MATH A055 with a minimum grade of C or 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 or MATH A251F 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 with a minimum grade of D or ACCT A201 with a minimum grade of D) and MATH A105 with a minimum grade of D.

BA A241 Business Law I 3 Credits

Introduces topics such as the American legal system, state and federal courts, alternative dispute resolution, constitutional and government regulation of business, torts, contracts, international law, and business ethics.

Crosslisted With: JUST A241.

Prerequisites: (COMM A111 with a minimum grade of C or COMM A235 with a minimum grade of C or COMM A237 with a minimum grade of C or COMM A241 with a minimum grade of C or COMM A10 with a minimum grade of C or COMM A20 with a minimum grade of C) and (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 A2W with a minimum grade of C).

BA A242 Business Law II 3 Credits

Covers topics such as law of sales and leases, negotiable instruments, debtor-creditor relations, agency, business organizations, banking, bankruptcy and property protection.

Prerequisites: BA A241 with a minimum grade of D or JUST A241 with a minimum grade of D.

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 with a minimum grade of D.

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 A280 Managerial Communications 3 Credits

Focuses on improving writing, presentation, and teamwork skills within a managerial environment. Emphasizes the development of effective professional business communication strategies based on audience-centric techniques. Provides practical, hands-on exercises with emphasis on collaborative writing and business presentations.

Prerequisites: BADA A110 with a minimum grade of C and (COMM A111 with a minimum grade of C or COMM A241 with a minimum grade of C) and WRTG A212 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 A290 Selected Topics in Business 1-3 Credits

Explores topics relating to current issues in business.

Special Note: May be repeated for a maximum of 9 credits with a change of subtitle.

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.

Attributes: UAA Alaska Native-Themed GER.

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

Introduces the field of organizational behavior. Covers the basic elements of how people think, feel and behave in an organization, along with relevant applications to reinforce best practices.

Prerequisites: (COMM A111 with a minimum grade of C or COMM A235 with a minimum grade of C or COMM A237 with a minimum grade of C or COMM A241 with a minimum grade of C or COMM A10 with a minimum grade of C or COMM A20 with a minimum grade of C) and (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 A2W with a minimum grade of C).

BA A302 Real Estate Maintenance and Risk Management 3 Credits

Illustrates the real estate manager's role overseeing the maintenance requirements and physical risks associated with real estate investments.

Special Note: It is recommended that students take BA A225 before or concurrently with this course.

Prerequisites: BA A215 with a minimum grade of C and (COMM A111 with a minimum grade of C or COMM A235 with a minimum grade of C or COMM A237 with a minimum grade of C or COMM A241 with a minimum grade of C or COMM A10 with a minimum grade of C or COMM A20 with a minimum grade of C) and (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 A2W with a minimum grade of C).

BA A303 Real Estate Investment Finance 3 Credits

Examines the basics of finance as it applies to real estate investment and asset management. Discusses 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).

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 laws, 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.

Prerequisites: (BA A241 with a minimum grade of C or JUST A241 with a minimum grade of C) and ECON A102 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 or MATH A251F 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.

Prerequisites: (BA A241 with a minimum grade of C or JUST A241 with a minimum grade of C) and ECON A102 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 or MATH A251F with a minimum grade of C).

BA A325 Corporate Finance 3 Credits

Surveys the practice of corporate finance. Covers the time value of money, financial statements analysis, valuation of securities, risk and return, cost of capital, and capital budgeting.

Prerequisites: ECON A227 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.

Prerequisites: (COMM A111 with a minimum grade of C or COMM A235 with a minimum grade of C or COMM A237 with a minimum grade of C or COMM A241 with a minimum grade of C or COMM A10 with a minimum grade of C or COMM A20 with a minimum grade of C) and (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 A2W with a minimum grade of C).

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.

Prerequisites: BA A343 with a minimum grade of C.

BA A361 Human Resource Management 3 Credits

Covers the sustainable, competitive advantage that organizations can gain through the recruitment, selection, promotion and management of human talent. Examines human resource practices from both a theoretical and a practical lens.

Prerequisites: BA A300 with a minimum grade of C.

BA A375 Statistics for Business and Economics 3 Credits

Covers 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.

Prerequisites: ECON A227 with a minimum grade of C and (MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C or MATH A251F with a minimum grade of C).

BA A376 Management Information Systems 3 Credits

Focuses on developing an understanding of the role of Information Systems (IS) to achieve business goals and objectives. Emphasizes developing students' skills to become informed participants in the formation and implementation of IS requirements.

Registration Restrictions: Junior or senior standing and completion of all GER Tier 2 courses

Prerequisites: BADA A110 with a minimum grade of C and (BA A280 with a minimum grade of C or COMM A241 with a minimum grade of C).

Attributes: UAA Integrative Capstone GER.

BA A377 Operations Management 3 Credits

Introduces management of the operations/production system with an emphasis on quantitative analysis. Covers characteristics of systems, types of production and service systems, forecasting, planning and scheduling work, facility design and location, and selected topics in operations research.

Prerequisites: ECON A227 with a minimum grade of C and (MATH A221 with a minimum grade of C or MATH A251 with a minimum grade of C or MATH A251F with a minimum grade of C).

BA A380 Investment Management 3 Credits

Builds up the foundations of investment management. Introduces the environment of investments, utility theory and its linkages to portfolio determination, the single index model, and CAPM.

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. Explores perceptions about consumption behaviors; theories developed in marketing, psychology and sociology; and theories to predict how consumers will respond to marketing actions.

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.

Prerequisites: BA A343 with a minimum grade of C and (BA A375 with a minimum grade of C or BADA A470 with a minimum grade of C or ECON A312 with a minimum grade of C or ECON A329 with a minimum grade of C).

BA A385 Intermediate Financial Management 3 Credits

Provides an introduction to the process of corporate financial management. Introduces the fundamental theories, concepts, processes, and techniques of financial management. Addresses principles of capital allocation of firms and how value can be created.

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 A166 with a minimum grade of C.

BA A387 International Business Management 3 Credits

Examines business and management practices in the context of international business operations and diverse cultures. Presents a broad range of professional skills to enable international managers to succeed in a global context.

Prerequisites: BA A300 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.

Prerequisites: (COMM A111 with a minimum grade of C or COMM A235 with a minimum grade of C or COMM A237 with a minimum grade of C or COMM A241 with a minimum grade of C or COMM A10 with a minimum grade of C or COMM A20 with a minimum grade of C) and (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 A2W with a minimum grade of C).

BA A390 Selected Topics in Real Estate 1-3 Credits

Explores current issues related to the real estate industry. Topics may include, but are not limited to, real estate management, real estate investment finance, real estate law, real estate brokerage, and real estate appraisal.

Special Note: May be repeated for a maximum of 12 credits with change of subtitle.

Prerequisites: BA A215 with a minimum grade of C.

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: Admission to the College of Business and Public Policy, upper-division standing, minimum cumulative GPA of 2.75, minimum GPA of 3.00 in major, and faculty internship coordinator approval

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.

Prerequisites: BA A202 with a minimum grade of C.

Attributes: UAA Alaska Native-Themed GER.

BA A402 Alaska Native Corporation Leadership 4 Credits

Explores leadership styles in Alaska Native organizations, including board leadership. Compares and contrasts Alaska Native and Western leadership characteristics. Provides students with opportunities to network with Alaska Native Corporations executives and board members and examine leadership styles.

Prerequisites: BA A202 with a minimum grade of C.

Attributes: UAA Alaska Native-Themed GER.

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.

Prerequisites: WRTG A111 with a minimum grade of C or WRTG A1W 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 A2W with a minimum grade of C.

Attributes: UAA Alaska Native-Themed GER.

BA A421 Real Estate Management Capstone 3 Credits

Evaluates an income-producing real estate asset, including a property description, regional and neighborhood analysis, market analysis, financial analysis, and final conclusions and recommendations.

Special Note: Successful completion prepares students to sit for the following exams: National Apartment Association's Certified Apartment Manager (CAM), Institute of Real Estate Management's Accredited Residential Manager (ARM), Accredited Commercial Manager (ACOM), and Certified Property Manager (CPM).

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

Studies the functions, structures, delivery systems, efficiencies, risk managements, and performances of financial institutions including banks, savings and loan associations, credit unions, investment companies, pension funds, mutual funds, and endowments.

Prerequisites: BA A325 with a minimum grade of C.

BA A427 International Finance 3 Credits

Covers foreign exchange determination and forecasting; foreign exchange transaction risks; international cash management and international trade finance.

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.

Prerequisites: ECON A102 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 or MATH A251F 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.

Prerequisites: (BA A241 with a minimum grade of C or JUST A241 with a minimum grade of C or LEGL A101 with a minimum grade of C) and (COMM A111 with a minimum grade of C or COMM A235 with a minimum grade of C or COMM A237 with a minimum grade of C or COMM A241 with a minimum grade of C or COMM A10 with a minimum grade of C or COMM A20 with a minimum grade of C) and (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 A2W with a minimum grade of C).

BA A451 Advanced Investment Strategies 3 Credits

Examines investment management at an advanced level, covering problems and the process of evaluating a particular stock. Discusses portfolio construction and management. Analyzes performance evaluation using fundamental, technical, and behavioral models and applies these models to the portfolio project.

Prerequisites: BA A380 with a minimum grade of C or BA A491A with a minimum grade of C.

BA A452 Financial Derivatives 3 Credits

Covers financial derivatives. Examines futures, forwards, and options.

Prerequisites: BA A325 with a minimum grade of C.

BA A453 Bond Market Analysis 3 Credits

Studies investment management, including fixed-income securities at an advanced level. Examines bond fundamentals, types of debt instruments, term structure of interest rates, interest rate risks and their management, bond portfolio management, indexing, and performance evaluation.

Prerequisites: BA A325 with a minimum grade of C.

BA A460 Marketing Management 3 Credits

Simulates the development and management of a business as a member of a senior marketing team. Illustrates marketing management's role in formulating and executing strategy, and interdependency with the other functional domains of business. Students will execute and test a business plan within a computer-simulated market and compete against each other.

Prerequisites: BA A343 with a minimum grade of C.

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.

Prerequisites: (COMM A111 with a minimum grade of C or COMM A235 with a minimum grade of C or COMM A237 with a minimum grade of C or COMM A241 with a minimum grade of C or COMM A10 with a minimum grade of C or COMM A20 with a minimum grade of C) and (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 A2W with a minimum grade of C).

BA A462 Strategic Management 3 Credits

Evaluates the external and internal market environments to formulate a strategic plan that achieves above-average returns. Analyzes 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. Serves as the degree capstone for management, marketing, logistics, and finance majors.

Prerequisites: 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 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 how marketing impacts business.

May Be Stacked With: BA A680

Prerequisites: BA A343 with a minimum grade of C.

BA A481 Applications in Management 3 Credits

Builds on topics introduced in the prerequisite course and provide insight and a foundation for successful management and leadership. Focuses on understanding how individuals think, feel, and behave in an organization.

Prerequisites: BA A300 with a minimum grade of C.

BA A482 Integrated Marketing Communications 3 Credits

Examines the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.

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

May Be Stacked With: BA A682

Prerequisites: BA A343 with a minimum grade of C.

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.

Prerequisites: BA A381 with a minimum grade of C and BA A383 with a minimum grade of C and BA A480 with a minimum grade of C and BA A482 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.

Prerequisites: BA A347 with a minimum grade of C or BA A387 with a minimum grade of C or BA A388 with a minimum grade of C or BA A427 with a minimum grade of C or LOG A416 with a minimum grade of C.

BA A489 From Startup to Growth 3 Credits

Learn how to launch a new startup, grow a small business, or lead and manage innovative business ventures within an established organization. Acquire hands-on entrepreneurial experience through applying course concepts to projects and presenting investor pitches to community leaders and entrepreneurs.

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.

May Be Stacked With: BA A690

BA A490B Selected Topics in Alaska Native Corporations 1-3 Credits

Explores advanced topics in Alaska Native corporations with prominent leaders from the Alaska Native corporations and business communities.

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

Prerequisites: WRTG A111 with a minimum grade of C or WRTG A1W 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 A2W with a minimum grade of C.

Attributes: UAA Alaska Native-Themed GER.

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.

Prerequisites: BA A287 with a minimum grade of C.

BA A491A Student Managed Portfolio 3 Credits

Focuses on security analysis and investment in an institutional investor framework. Provides students an opportunity to conduct security analysis, present findings to the investment committee, and conduct investment decisions in a real Student Investment Fund portfolio. Covers how to rebalance the portfolio, conduct performance analysis, and generate general investment reports.

Prerequisites: BA A325 with a minimum grade of C.

BA A491B Institutional Money Management 3 Credits

Covers the creation of portfolio, evaluation, and institutional aspects of money management. Focuses on fixed income analysis and various asset allocation strategies. Provides an opportunity to implement security market analysis and portfolio performance evaluation techniques on the Student Investment Fund. Examines technical, fundamental, and behavioral aspects of money management.

Registration Restrictions: Instructor permission required.

Prerequisites: BA A380 with a minimum grade of C or BA A491A 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: Permission of the BA faculty internship coordinator; 2.75 GPA overall; 3.00 GPA in major.

BA A495A International Business Internship 3 Credits

Integrates classroom study with planned and supervised work experience in international business firms or organizations. Students acquire essential practical skills by being exposed to the international business work environment beyond the boundaries of the campus, enhancing self-confidence and career direction. Students are expected to perform duties in international business settings.

Special Note: Maximum of 3 internship credits may be used to meet International Business Minor requirements.

Registration Restrictions: Permission of the International business coordinator. Minimum 2.75 GPA overall.

Prerequisites: BA A347 with a minimum grade of C or BA A387 with a minimum grade of C or BA A427 with a minimum grade of C or ECON A363 with a minimum grade of C or LOG A416 with a minimum grade of C.

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 A608 Artificial Intelligence with Business Applications 3 Credits

Demonstrates how Artificial Intelligence (AI) is reshaping the future and revolutionizing business. Explains key AI technologies, including neural networks, deep learning, machine learning and robotics. Describes how leadership uses AI to transform organizations into innovative, efficient and sustainable ones. Discusses implications of AI on cyber security, ethical and economic issues.

Registration Restrictions: Graduate standing or department approval

BA A610 Business Intelligence and Analytics 3 Credits

Covers data identification, collection, and analysis, and presentation of results. Uses basic statistical tools and models for problem analysis and data-driven decision-making that are presented from the perspective of a manager. Emphasizes the appropriate selection, use and interpretation of statistical analysis for business decision making. Uses computer software to analyze business datasets.

Registration Restrictions: Graduate standing and an instructor-approved statistics course with a minimum grade of C or equivalent undergraduate preparation

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 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

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: Graduate standing and admission to the Master of Business Administration in General Management or instructor approval

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 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

BA A633 Problem Formulation and Decision Analysis 3 Credits

Identifies and formulates business problems with alternative approaches to modeling and analysis. Collects data and utilizes 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 and an instructor-approved statistics course with a minimum grade of C or equivalent undergraduate preparation

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.

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 A648 Business Intelligence and Data Mining 3 Credits

Covers essential business intelligence and data mining techniques, including statistical and machine-learning methods. Uses a software environment to illustrate the tasks of classification, prediction, and pattern discovery, which have become key elements of a business analytics function in most large organizations.

Registration Restrictions: Graduate Standing and an instructor-approved statistics course with a minimum grade of C or equivalent undergraduate preparation

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: Graduate standing and 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 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 Integrated Marketing Communications 3 Credits

Analyzes the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.

Special Note: Not available for credit to students who have completed BA A482.

Registration Restrictions: Graduate standing

May Be Stacked With: BA A482

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