

# BUSINESS ADMINISTRATION

Huijian Dong, Sheila Griffie, Krishnan Ramaya, John Suroviak

A major in business administration prepares students to enter a wide range of careers in business and in the public sector or to enter graduate programs. The degree develops broadly educated individuals who are flexible, skilled at solving problems, aware of a diversity of viewpoints and responsive to rapidly changing environments. Students majoring in business administration plan core and elective courses in consultation with their faculty advisors to improve communication and analysis skills, to develop the strongest possible background in their areas of interest, and to achieve a well-rounded liberal arts education.

The mission of the Business Administration Department at Pacific University is to develop graduates with skills to manage organizations effectively and efficiently and to exercise responsible leadership. A broad business and liberal arts curriculum that emphasizes theoretical, applied and experiential learning is critical to this development. We offer a unique and a highly supportive learning environment, characterized by a relevant contemporary curriculum with innovative pedagogical methods.

The department works to ensure that all of our business undergraduates will be proficient in the following common skills on successful completion of the program:

- Critical thinking and problem solving
- Effective writing
- Technological competency
- Effective oral communication
- Quantitative and qualitative analysis
- Information literacy
- Ethical decision making

## Business Administration: Requirements for the Major

Each major in Business Administration must complete the core requirements: 8 credits in economics, 4 credits in statistics, and 34 credits of BA courses including the senior capstone. Each student works with an academic advisor in the department to design a customized selection of elective courses that best fit the interests of the student. Students must select electives to achieve a specific area of concentration, for example in accounting, finance, marketing, international business, actuarial science and risk management, or integrated business.

A minimum 2.0 grade point average is required in all business and economics courses; only grades of C- or above (or "Pass") may be used to satisfy department requirements. The business capstone, BA 490, must be completed in residence at Pacific. Students who are planning to attend graduate school are encouraged to take a year of calculus. Students planning a career as a Certified Public Accountant must complete 150 semester credits of college course work, which is the equivalent of five years of college, prior to taking the CPA exam.

Take all of the following:

ECON 101	Economics of Social Issues	4 credits
ECON 102	Economics of Markets & Governments	4 credits
MATH 207	Statistics	4 credits
<b>OR</b>		
MATH 316	Mathematical Probability and Statistics	4 credits
<b>OR</b>		
SOC 301	Social Statistics	4 credits
<b>OR</b>		
PSY 350	Behavioral Statistics	4 credits
BA 201	Accounting Principles	4 credits
BA 202	Managerial Accounting	4 credits
BA 305	Business Finance	4 credits
BA 306	Business Law	4 credits
BA 309	Marketing	4 credits
BA 350	Operations Management	4 credits
BA 360	Organizational Behavior & Management	4 credits
BA 405	Business Strategy (Senior Capstone Course)	4 credits
BA Electives Approved by the department (as defined by chosen area of concentration)		12-16 credits
BA 490	Senior Seminar (i.e., Capstone)	2 credits

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TOTAL: 60 credits

## AREAS OF CONCENTRATION

While completing the BA electives requirement, a student may complete coursework that satisfies a specific area of concentration within Business Administration as outlined below. Alternatively, students may select from all business electives to receive their general degree in Business Administration, the Integrated Business concentration.

**Integrated Business Concentration**

BA electives or other approved courses outside the department 12 credits  
 At least 8 credits must be upper-division.

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TOTAL: 12 Credits

**Accounting Concentration**

BA 313	Intermediate Accounting I	4 credits
BA 314	Intermediate Accounting II	4 credits
BA 357	Income Tax Accounting	4 credits
BA 316	Cost Accounting	2 credits
BA 435	Accounting and Auditing Seminar	2 credits

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TOTAL: 16 Credits

**Finance Concentration**

Required courses:

BA 352	Investments	4 credits
BA 345	Corporate Finance	4 credits
BA 445	Financial Models & Valuation	4 credits

Four credits from:

BA 452	Global Finance	4 credits
ECON 331	Money and Banking	4 credits
ECON 327	Economics of Consumers Producers Governments	4 credits
	Other approved finance elective(s)	2-8 credits

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TOTAL: 16 Credits

**Marketing Concentration**

BA 410	Marketing Research	4 credits
BA 440	Advertising & Promotion	4 credits

Four credits from:

BA 338	Product Management	4 credits
BA 443	Special Topics in Marketing	4 credits
ARTST 119 or MEDA 110		4 credits
	Other approved elective(s)	4 credits

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TOTAL: 12 credits

**International Business Concentration**

BA 312	International Business	4 credits
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Eight credits from:

ECON 341	International Trade & Development	4 credits
BA 452	Global Finance	4 credits
BA 443	International Marketing	
POLS 345	International Political Economy	
IS 221	Intercultural Communication	
	Other approved international elective(s)	4-12 credits
	Foreign language study at the 300+ level	4-12 credits
	One semester of study abroad	12 credits
	International Internship	2-12 credits

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TOTAL: 12 credits

**Actuarial Science & Risk Management**

Twelve credits from:

Math 226	Calculus I	4 credits
Math 227	Calculus II	4 credits
Math 228	Calculus III	4 credits
Math 316	Mathematical Probability	4 credits
BA 436	Seminar in Insurance	2 credits

Four credits from:

BA 342	Risk Management & Decision Making	4 credits
BA 451	Deterministic Decision Models	2 credits
BA 453	Probabilistic Decision Models	2 credits
	Other approved elective(s)	2-4 credits

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TOTAL: 20 credits

## Senior Capstone

Students majoring in business administration are required to complete the BA 490 Senior Seminar as their capstone. It may take one of several possible forms:

- an internship with an off-campus organization (profit, not-for-profit, or government agency), or
- an applied project with an on- or off-campus organization (profit, not-for-profit, or government agency), or
- a research paper addressing an approved business administration topic, or
- extensive experiential work connected with BA 405.

Students should register for BA 490 during the same semester in which they register for BA 405 Business Strategy. All students will participate in experiential business exercises or experiences and will give one or more professional presentations.

## Business Administration: Requirements for the Minor

The College of Business offers a minor in business administration that requires completion of 20 credits of departmental courses and 4 credits of economics. A minimum 2.0 grade point average is required in these courses. The college requires that a minimum of 12 credits of business coursework towards the minor be taken at Pacific University. Any student interested in a business administration minor should consult with a faculty member in the College of Business.

ECON 101	Principles of Macroeconomics	
OR		
ECON 102	Principles of Microeconomics	4 credits
BA 201	Accounting Principles	
OR		
BA 202	Managerial Accounting	4 credits
BA 360	Organizational Behavior & Management	4 credits
BA 200+	Business Administration Electives	12 credits*

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TOTAL: 24 credits

\* At least 4 credits must be upper-division.

## COURSES

### BA-101 Introduction to Business

The course is designed as a survey course exploring the fundamental areas of business such as management, marketing, finance, human resources, law, communications and ethics. The course introduces students to the complex and changing environment of business and provides a valuable foundation for business and non-business students alike. 2 credits.

### BA-105 Finance for Daily Decisions

The course is designed to introduce non-business students to the language of finance and financial planning. The focus is primarily at the practical level of financial planning, however, examples from and implications of business, government policy, and the economy as a whole will be addressed. Students completing the course will gain skills and confidence in reading financial/economic information, creating budgets, managing expenses, performing financial computations to aid daily financial planning. 2 credits.

### BA-155 Special Topics

See department for course description. Credit varies.

### BA-195 Independent Study

See department for details. Independent study contract required. Credit varies.

### BA-201 Accounting Principles

Introduction to accounting concepts and application of these concepts; financial statement preparation; accounting systems and controls; accounting for assets and liabilities; cash flow analysis and financial statement analysis. MS Excel is introduced and integrated into the course to solve accounting and finance problems. 4 credits.

### BA-202 Managerial Accounting

Introduction to management accounting concepts; cost terminology, behavior and system design; the planning and control process; using cost data in decision making. 4 credits.

### BA-210 Excel for Business

The course is designed to provide students with the Excel skills necessary to be successful in business. Students will learn basic data organization and manipulation skills such as formatting and formulas, and more advanced skills such as PivotTables and PivotCharts and web queries. Prerequisite: BA 201 or BA 202 (may be taken concurrently). 2 credits.

### BA-255 Special Topics

See department for course description. Credit varies.

### BA-256 Leaders & Leadership

Provides an overview of leaders and leadership from ancient times to the modern era. We will assess how the historical context as well as notions of gender, race, sexuality, and class have shaped convictions about effective leadership. Reading texts from Herodotus, the Bible, Saint Augustine, Machiavelli, Sun Tzu, and theories put forth in contemporary leadership studies, we will analyze the use of rhetoric, political skills, emotional intelligence, passion, team work,

decision-making, conflict resolution, and grit that has propelled leaders in the fields of politics, business, the military, social movements, and religion. We will investigate the characteristics deemed necessary in a leader, various leadership styles (situational, autocratic, facilitative, cross-cultural, servant, transformational), the tension between effectiveness and ethics, and the emerging fields of thought leaders and "influencers." Offered alternate years. 4 credits.

#### **BA-275 Internship**

See department for details. Internship contract required. 1-4 credits.

#### **BA-295 Independent Study**

See department for details. Independent study contract required. Credit varies.

#### **BA-302 Small Business Management**

Development of the students' understanding of the economic and social environment in which small businesses function and the critical role of entrepreneurship in fostering business growth and development. The processes involved in initiating new ventures are discussed. The course focuses on the operations, marketing, financial, human resources and strategic management as well as the legal and governmental relations of the small firm. A detailed treatment of the problems involved in managing specific fields of small businesses in both service and manufacturing. Prerequisite: ECON-101, ECON-102, BA-201 and BA-202 each with a minimum grade of C-. 4 credits.

#### **BA-305 Business Finance**

A study of the financial principles applicable to the business organization. Financial management of assets and the need for funds, sources and cost of obtaining short-term and long-term funds, capital budgeting. MS Excel and MS Access are integrated into this course. Prerequisite: ECON-101, ECON-102, BA-201 each with a minimum grade of C-. 4 credits.

#### **BA-306 Business Law**

Introduction to the structure and functions of the American legal system followed by an overview of specific topics that are applicable to business. Topics include: contracts, sales, negotiable instruments, bankruptcy, suretyship, agency, partnerships, corporations, federal securities law, accountants, legal liability, employer and employee relationships, property, trusts and estates. Prerequisite: ECON-101, ECON-102, BA-201 and BA-202 each with a minimum grade of C-. 4 credits.

#### **BA-309 Marketing**

Introduction to marketing concepts and application of these concepts to the marketing of products, services, ideas, organizations, and people in both profit-oriented and nonprofit business environments. Topics include: marketing's role in society and within the firm; environmental evaluation; consumer buying behavior; market segmentation and target market selection; management of marketing mix variables (product, price, placement, promotion). Students gain experience in problem solving and communication through case study analysis and presentations. Prerequisites: ECON-101, ECON-102, and BA-202 each with a minimum grade of C-. 4 credits.

#### **BA-312 International Business**

Survey course covering recent and important issues in international business, trade and investment. Topics might include the International Business environment, the government and regulatory environment, international comparative environments, international monetary environment, international marketing, international finance, management strategies, and the future of international business. Prerequisites: ECON-101, ECON-102, BA-201, and BA-202 each with a minimum grade of C-. Counts toward core requirement: Comparative Cultural. 4 credits.

#### **BA-313 Intermediate Accounting I**

Financial accounting statement interpretation, presentation, and disclosure including coverage of functions and basic theory; asset recognition and measurement; liability recognition and measurement; stockholders' equity; issues related to income measurement; and preparation and interpretation of financial statements. Prerequisite: BA-201 and BA-202 each with a minimum grade of C-. 4 credits.

#### **BA-314 Intermediate Accounting II**

Financial accounting statement interpretation, presentation, and disclosure including coverage of functions and basic theory; asset recognition and measurement; liability recognition and measurement; stockholders' equity; issues related to income measurement; and preparation and interpretation of financial statements. Prerequisite: BA 313 with a minimum grade of C-. 4 credits.

#### **BA-316 Cost Accounting**

Discussion of the nature, objectives and procedures of cost accounting and cost control; job costing and process costing; theory and practice of accounting for manufacturing overhead; cost budgeting and control; cost reports, joint product and by-product costing; distribution costs; standard costs; differential cost analysis; profit volume relationships and break-even analysis. Prerequisite: ECON-101, ECON-102, BA-201, and BA-202 each with a minimum grade of C-. 2 credits.

#### **BA-318 Fraud Examination**

An introduction to forensic accounting. Students will learn how and why occupational fraud is committed, how fraudulent conduct can be deterred, and how allegations of fraud should be investigated and resolved. Prerequisite: BA 201 with a minimum grade of C- or BA 202 with a minimum grade of C-. 2 credits.

#### **BA-320 Human Resource Management**

Functions of the personnel department in a business organization. Contributions of research in the social sciences to personnel administration. Operation and techniques of a personnel department including job evaluation, employee recruiting and selection, psychological testing, employment counseling, wage administration, labor management relations and other personnel programs. Prerequisite: Junior standing or above (60 or more completed credits) and BA-201 or BA-202 with a minimum grade of C-. 4 credits.

#### **BA-330 Technology Management**

An introduction to the study of technology management. This course will introduce students to the phenomena of technology and the integral role it plays in the competitive development and growth of businesses. The primary focus will be on understanding the managerial aspects involved in managing technology in business organizations and how technology is critical in fostering competitive advantage. Prerequisite: ECON-101, ECON-102, BA-201, and BA-202 each with a minimum grade of C-. 4 credits.

#### **BA-338 Product Management**

Examines the role of product innovation as the core focus of marketing strategy. Encompasses the formulation of new product strategies, marketing's role in product design and development, product line management, and organizational considerations in product management. The product management process will be explored in-depth through lecture, case analyses, and individual projects. Prerequisite: BA-309 with a minimum grade of C-. 4 credits.

#### **BA-340 Management Science**

An introduction to formalized methods used in managerial decision making and problem solving. The focus is on the development and use of decision models in a range of managerial applications. Techniques include decision analysis, linear programming, simulation, forecasting and project management. Development of computer based decision models will be an integral part of the course. Prerequisite: Junior standing or above (60 or more completed credits) and ECON-101, ECON-102, BA-201, BA-202, and MATH-207 each with a minimum grade of C-. 4 credits.

**BA-342 Risk Management and Decision Making**

Development, application, and integration of analysis tools and decision models to aid managerial decision making in the face of risk and uncertainty. Behavioral factors that influence judgment and decision making will also be considered. The course covers applications in environmental, technological, health/safety, and organizational risk management. Also listed as ENV 342. Prerequisite: ECON-101 or ECON-102 with minimum grade C-; and BA-201 or BA-202 with minimum grade C-. 4 credits.

**BA-345 Corporate Finance**

An introduction to the theory of corporate finance and the methods to understand how a firm's financing, investing, and operative activities affect its value and how to make investment decisions based on available financial and accounting information. Systematically covers the three major topics of corporate finance: corporate financial statement quality analysis, corporate financial statement adjustments, and investments to corporate assets. Prerequisites: BA 305. 4 credits.

**BA-350 Operations Management**

Study of key concepts, quantitative techniques, and practices used in the management of the production of goods and services. Includes examination of product and process design, process analysis, total quality management, project management, materials management, capacity planning, work design, facility layout and operational scheduling. Prerequisites: BA 201, and BA 202 each with a minimum grade of C-. 4 credits.

**BA-352 Investments**

To gain a knowledge and understanding of: marketable securities including common stocks, bonds, and options; fundamental and technical security analysis; and of current financial events found in financial news. Prerequisite: BA-305 with a minimum grade of C-. 4 credits.

**BA-353 Community Financial Literacy**

Students enroll in this 2-credit course to serve as volunteers to help raise financial literacy among individuals in the community. Working through Pacific's Center for Civic Engagement and in partnership with the non-profits Operation Hope and Financial Beginnings, student volunteers are trained and then provide personal financial education to western Washington County residents by visiting classrooms and community groups. Student volunteers teach the basics of personal finance to help individuals build a foundation from which to make informed financial decisions. Topics include the processes and decisions involved in personal banking, budgeting, credit, insurance, and savings. Also listed as PSJ 353. Prerequisite: BA 201 and BA 202 both with a minimum grade of C-. Counts toward core requirement: Civic Engagement. Pass/No Pass. 2 credits.

**BA-355 Special Topics**

See department for course description. Prerequisite: Junior standing or above (60 or more completed credits). Credit varies.

**BA-357 Income Tax Accounting**

A study of the structure of federal tax laws and some of the motivating forces and policies shaping tax laws and concepts; determination of taxable income and the income tax liability as they relate to individuals; overview of the taxation of corporations and other entities; and an overview of Oregon income tax laws. Prerequisites: ECON-101, ECON-102, BA-201 and BA-202 each with a minimum grade of C-. 4 credits.

**BA-358 Community Tax Certification**

Students enroll in this one-credit preparation course in order to qualify as an IRS-certified Tax-Aide Volunteer. Working with a faculty coordinator and CASH Oregon, students receive appropriate training and guidance to assist low income and elderly clients in the community with their individual tax returns. Also listed as PSJ 358. Prerequisite: BA 201 and BA 202 both with minimum grade C-. Pass/No Pass. 1 credit.

**BA-359 Community Tax Engagement**

Students enroll in this 2-credit course after becoming a IRS-certified Tax-Aide Volunteer, i.e., the successful completion of BA 358. Students in this course engage directly with members of the local community, serving as a Tax-Aide Volunteer, assisting elderly and low income individuals with their tax returns. Working under the direction of a faculty coordinator and CASH Oregon, students staff tax assistance centers located throughout the community. Also listed as PSJ 359. Prerequisite: BA 358. Counts toward core requirement: Civic Engagement. Pass/No Pass. 2 credits.

**BA-360 Organizational Behavior Management**

An introduction to the functions of management and to the theory of human behavior in organizations. Management history, attitudes, skills, and managerial processes as well as an investigation of the theories of human behavior, motivation, communication, decision making, group and social processes, organizational culture, power, and leadership are addressed. Prerequisite: BA-201 or BA-202 each with a minimum grade of C-. 4 credits.

**BA-395 Independent Study**

See department for details. Independent study contract required. Credit varies.

**BA-405 Business Strategy**

This course serves as the capstone course for students of business administration. It demands the integration of knowledge from all functional area business disciplines to make effective strategic decisions from an organization-wide perspective. The case study method of teaching combined with the dynamic application of course tools to real and simulated business situations are used. Prerequisites: Senior standing (90 or more completed credits) and ECON-101, ECON-102, BA-201, BA-202, BA-305, BA-309, BA-350, and BA-360 each with a minimum grade of C-. 4 credits.

**BA-410 Marketing Research**

Application of research techniques and statistical analysis to analysis to business and marketing problems. Topics include technology in the research process, secondary and primary marketing research methodologies, sampling methods, and data analysis and reporting. Course includes cases analyses and use of statistical data sets. Students will design an original market research project, gather and analyze the data, and present the findings as part of their individual project. Prerequisites: MATH-207 and BA-309 each with a minimum grade of C-. 4 credits.

**BA-425 Advanced Accounting**

Accounting for corporate business combinations using both the pooling of interests method and the purchase method, preparation of consolidated financial statements, and accounting for foreign operations. Prerequisite: BA 314 with a minimum grade of C-. 2 credits.

**BA-435 Auditing**

The course will emphasize concepts and principles of auditing and assurance services. It provides an overview of the public accounting profession and the professional standards used in providing auditing and other assurance services, and reporting on financial statements. Prerequisite: BA 314 with a minimum grade of C- (may be taken concurrently). 2 credits.

**BA-440 Advertising and Promotion**

Introduction to the concept of integrated marketing communications (IMC) and the specific components that make up the IMC program, including advertising, direct marketing, Internet/ interactive media, public relations, sales promotion, and personal selling. Application of core concepts and techniques through case analyses, IMC exercises, and team development of advertising campaigns and presentations. Prerequisites: BA-309 each with a minimum grade of C-. 4 credits.

**BA-443 Special Topics in Marketing**

A course focusing on topics of special interest to students and faculty, such as Services Marketing, Internet Marketing, Advertising and Promotions Management, Public Policy and Marketing, and Sports Marketing. Prerequisites: BA 309 with a minimum grade of C-. May be repeated for credit. 4 credits.

**BA-445 Financial Modeling & Valuation**

Based on finance theory and strategy. Introduces the techniques used extensively in financial modeling and valuation. Topics include bond credit pricing model, the dynamic yield curves model, portfolio optimization model, common equity valuation model, swaps model, and option pricing model. Prerequisites: BA 305. 4 credits.

**BA-451 Deterministic Decision Models**

This course introduces several commonly used modeling techniques and tools used by managers to determine solutions to complex problems. Students will learn to determine which techniques are appropriate for solving various types of problems. The emphasis of this course will be placed on formulating deterministic (vs stochastic) problems and using computer spreadsheet applications (i.e., Excel) to solve them. Modeling techniques in this course will include linear programming, network optimization, and project management. Prerequisite: BA 350 and MATH 207 both with minimum grade C-; or Junior standing or above (60 or more completed credits) and MATH 226 with minimum grade C-. 2 credits.

**BA-452 Global Finance**

Global Finance presents the corporate uses of global financial markets. Combining practical knowledge, up-to-date theories, and real-world applications, this course explores issues of currencies, foreign exchange, VaR, funds, and risk management. Also listed as ECON 452. Prerequisite: BA 305 with a minimum grade of C- or ECON 331 with a minimum grade of C-. 4 credits.

**BA-453 Probabilistic Decision Models**

This course introduces several commonly used modeling techniques and tools used by managers to determine solutions to complex problems. Students will learn to determine which techniques are appropriate for solving various types of problems. The emphasis of this course will be placed on formulating stochastic or probabilistic (vs deterministic) models and using computer spreadsheet applications (i.e., Excel) to solve them. Modeling techniques in this class include decision analysis, queuing, simulation, and forecasting. Prerequisite: BA 350 and MATH 207 both with minimum grade C-; or Junior standing or above (60 or more completed credits) and MATH 226 with minimum grade C-. 2 credits.

**BA-455 Special Topics**

See department for course description. Prerequisite: Junior standing or above (60 or more completed credits) and ECON-101, ECON-102, BA-201, and BA-202 each with a minimum grade of C-. Credit varies.

**BA-456 Special Projects**

Special topics course in which students pursue individualized and applied projects within business. Instructor's consent required. 2 credits.

**BA-457 Advanced Income Tax Accounting**

A study of federal income tax as it applies to C corporations, S corporations, partnerships, and limited liability companies (LLC), the gift tax, the estate tax, income taxation of trusts and estates, and internal revenue service administrative procedures. The primary focus of the course will be taxation of corporations. Prerequisites: BA 357 with a minimum grade of C-. 2 credits.

**BA-475 Internship**

See department for details. Internship contract required. Credit varies.

**BA-490 Senior Seminar**

As part of the capstone experience, Business seniors enroll in a senior seminar course, as appropriate for their chosen area of interest. The seminar serves as the forum in which students are prepared for and guided through their capstone experiences (internship or research project). Students will share with and learn from peers completing similar capstones. The seminar course also uses business periodicals and journals as a focus of seminar discussion to help bridge the gap between theory and practice. Prerequisite: ECON 101, ECON 102, BA 201, BA 202, BA 305, BA 309, BA 350, and BA 360 each with a minimum grade of C-. 2 credits.

**BA-495 Independent Research**

Student-conducted individual research/theoretical project. Faculty supervised. Independent study contract required. Credit varies.