

BUSINESS ADMINISTRATION (Non-EMBA) COURSES

Student Learning Outcomes¹

BA 100: Exploration of Business

At the end of this course students should be able to:

1. Explain the culture of higher education.
2. Undertake critical examination and self-reflection of the question: "Who am I and what forces have shaped me?"
3. Explain what motivates them as an SDSU student.
4. Describe the link between learning and writing, what it means to be a critical thinker, and the dispositions and habits of the mind that facilitate college-level learning.
5. Display accountability for their academic success.
6. Discover SDSU information literacy resources.
7. Engage with the campus community by participating in campus endeavors and/or organizations based on an assessment of interests, academic and career goals;.
8. Apply various aspects of holistic wellness, including stress management, emotional health, and physical health as well as issues relating to campus safety.
9. Describe his or her own career choice possibilities as well as what SDSU Career Services can offer.
10. Communicate the advantages and challenges of a diverse society as well as the impact of diversity on your own identity and culture.
11. Recognize personal growth and achievements as well as opportunities for further academic enrichment.

BA 300: Ethical Decision Making in Business

At the end of this course students should be able to:

1. Explain the various ethical dimensions of business decision making.
2. Explain the role of various affected parties in business decision making.
3. Assess the ethics of decision alternatives using different ethical decision rules.
4. Apply ethical decision-making rules and concepts.

BA 310: Foundations of Business in a Global Environment

At the end of this course students should be able to:

1. Identify the goals of the BSBA and describe how the various disciplines contribute to a business.

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2. Explain the importance of developing a career plan, and how fulfilling the business passport requirement help accomplish career goals.
3. Describe the rise of globalization and the evolution of international business.
4. List the various factors influencing the global business environment.
5. Identify the impact of globalization on business and business management.

BA 311: Lavin Entrepreneur I Seminar

At the end of this course students should be able to:

1. Evaluate personal entrepreneurial characteristics and skill sets
2. Articulate types of challenges entrepreneurs face during the start-up process
3. Identify various paths to entrepreneurship
4. Develop an initial idea for a new business
5. Create an initial business model for pursuit of a new business idea

BA 312: Lavin Entrepreneur II Seminar

At the end of this course students should be able to:

1. Use ideation analysis techniques
2. Negotiate and interact with strategic partners
3. Assess new product feasibility in a target marketplace

BA 323: Fundamentals of Finance

Course Objective

To obtain an understanding and ability to use basic business financial management concepts and tools of analysis such as valuation, risk-return relationships, financial statement analysis, capital budgeting, cost of capital, capital structure, and working capital management. To become familiar with the various types of financing available to a firm.

Student Learning Outcomes

At the end of this course students should be able to:

1. Explain domestic financial markets and institutions and how firms obtain funds in the financial markets and at what cost.
2. Apply basic valuation concepts.
3. Describe what determines the value of a firm's securities and how management can influence these values.
4. Measure a firm's risk, explain what determines this risk, and how this affects the value of a firm.
5. Analyze a firm's performance to determine its strengths and weaknesses, and be able to use financial analysis to improve performance.

6. Forecast a firm's financial needs.
7. Discuss the various methods for analyzing projects, how to apply them, and what to do if there are conflicting recommendations.
8. Manage a firm's working capital efficiently.
9. Define what leverage is explain how a firm influences its leverage, and how leverage affects a firm.
10. Describe how firms raise money in foreign markets.
11. Define the finance terminology in the above areas.

BA 350: Management and Organizational Behavior

At the end of this course, students should be able to:

1. Explain the influence of personality, attitudes, perceptions, and attributions on organizational behavior.
2. Describe the motivational process and apply motivational theories to organizational scenarios.
3. Explain group types, group development, group norms, and group decision-making techniques.
4. Analyze and apply leadership theories.
5. Analyze power bases and influence tactics.
6. Identify tactics for handling stress, interpersonal communications, and conflict.
7. Describe the characteristics, determinants, and methods of creating and sustaining organizational culture.
8. Explain the impact that different cultural attitudes and values have on organizational behavior.

BA 360: Introduction to Operations and Supply Chain Management

At the end of this course students should be able to:

1. Define the role of operations and supply chain in an organization and its interactions with business functions such as accounting, finance, and marketing.
2. Develop the basic business and operations strategies for increased productivity and competitiveness for service and manufacturing.
3. Use descriptive and optimization models and incorporate cost drivers to improve general business decision making.
4. Identify issues in inventories and resources for an organization and use basic models to improve its management.
5. Design quality management strategies, techniques and tools for improved customer satisfaction.
6. Plan the basic scheduling for project and its management.
7. List and apply lean operations principles.
8. Identify supply chain's strategic impacts on global business.

BA 370: Marketing

At the end of this course students should be able to:

1. Define and apply knowledge of the following key marketing concepts:
 - the marketing concept
 - market segmentation
 - target marketing
 - positioning
 - branding
 - buying behavior in consumer and business markets
 - global marketing applications
 - the role of product/service planning
 - pricing
 - distribution
 - IMC in the marketing process
 - Importance of developing a market driven orientation in an organization to business situations.
2. Explain how marketing decisions are influenced by:
 - various forces in the external business environment
 - Trends and developments affect current and future marketing practices.

BA 400: Business Honors Seminar

At the end of this course/program students should be able to:

1. Critically assess how current events influence business activities.
2. Document accomplishments effectively and succinctly in written forms.
3. Present a reasoned opinion in small group discussions.
4. Listen, evaluate, and appreciate conflicting views.
5. Apply ethical reasoning to business issues.

BA 401: Business Internship

At the end of this course students should be able to:

1. Complete an ongoing internship-based project within a finite period of time.
2. Explain how fundamentals of business education – such as management theory, finance, accounting and marketing – relate to the internship experience.
3. Employ effective communication skills – including listening, questioning, researching and analyzing, and audience-centered messages – during the course of the internship experience.

4. Integrate the knowledge gained during the internship experience into career decision-making, career planning and (as needed) the job search process.

BA 402: Exploration of Business Career Development

At the end of this course students should be able to:

1. Analyze and evaluate the career options available given their background.
2. Develop and present the strongest possible personal product to potential employers.
3. Discover and describe the key elements that will lead to lifelong career satisfaction and development.

BA 404: Small Business Consulting

At the end of this course students should be able to:

1. Summarize the organizational managerial context of the business decision.
2. Determine the appropriate information needed to arrive at business recommendations.
3. Determine the methodologies needed to obtain the required information from both primary and secondary sources.
4. Implement the appropriate methodologies in a semester-long research project.
5. Analyze the collected information to arrive at sound managerial recommendations.
6. Write a sound research report for presentation to management.
7. Orally present the research results to management in a well-organized presentation.
8. Be a productive member of a team tasked with solving a decision problem.
9. Mitigate interpersonal problems that exist in the research team setting.

BA 405: International Business Strategy and Integration

At the end of this course students should be able to:

1. Define and explain relevant frameworks and concepts of strategic management to analyze opportunities and problems faced by firms in today's global business environment.
2. Identify and apply relevant frameworks and concepts of strategic management to analyze opportunities and problems faced by firms in today's global business environment.
3. Define and explain relevant frameworks and concepts of strategic management to formulate firm strategies, integrating across functions and levels.
4. Identify and apply relevant frameworks and concepts of strategic management to formulate firm strategies, integrating across functions and levels.
5. Apply communication skills to effectively articulate opportunities and problems identified, as well as appropriate strategic responses.

BA 411: Lavin Entrepreneur III Seminar

At the end of this course students should be able to:

1. Create a methodology to interact with customers
2. Identify key business metrics of a small company start up
3. Present a viable business model that would support a new venture.

BA 412: Lavin Entrepreneur IV Seminar

At the end of this course students should be able to:

1. Develop a launch plan based on a pre-designed business model canvas
2. Present a thorough and well-designed business plan to outside investors

BA 458: Management Decision Games

At the end of this course students should be able to:

1. Develop management strategy and business policy, both domestically and internationally.
2. Formulate mission, objectives and strategy.
3. Integrate a company's functional area objectives.
4. Exhibit teamwork skills.
5. Prepare a formal business strategy plan and annual report.
6. Present a formal analysis of your plans and results, and respond to questioning by judges.

BA 623: Statistical Analysis

At the end of this course students should be able to:

1. Use data from a sample to make inferences about a population.
2. Develop strategies for problem-solving and decision-making using business analytics.
3. Formulate hypotheses for decision making and research.
4. Apply statistical analysis to improve managerial decision making.
5. Critically evaluate statistical findings to determine their usefulness to the organization.
6. Present statistical results using graphics, text, and the spoken word.

BA 624: Organizational Behavior and Leadership

At the end of this course students should be able to:

1. Use tools designed to effectively analyze, understand, and lead individuals, groups and organizations.
2. Explain the theory and application issues regarding the nature and process of group development and dynamics.
3. Explain the challenges of managing human resources in the 21st century.
4. Use communication and negotiation skills to relate to others.

5. Describe the complexity associated with organizational change.
6. Analyze organizational cases and apply appropriate concepts and practices to their solutions.
7. Articulate an increased self-awareness regarding their own strengths and weaknesses and plan for their future.
8. Apply the principles, values, and standards that guide ethical behaviors in the world of business.

BA 625: Financial and Management Accounting

At the end of this course students should be able to:

1. Explain and illustrate information conveyed by financial statements and the linkages among the four financial statements.
2. Analyze and record business transactions and their associated effects on the financial statements
3. Analyze financial statements using financial analysis tools and techniques.
4. Use financial and nonfinancial information to make organizational control decisions and to evaluate organizational and management performance.
5. Anticipate how using financial and nonfinancial information for control and performance evaluation affects employees' incentives and actions.

BA 626: Business Economics

At the end of this course students should be able to:

1. Explain how market prices are determined within the major market structure types.
2. Employ government macroeconomic statistics to assess the current business climate.
3. Apply interest-rate and exchange-rate models to forecast the impact of shocks and policy decisions on market rates.
4. Assess the impact of governmental economic policies, especially monetary policy, on the business climate.
5. Identify, gather, and analyze evidence about demand conditions and price elasticities to develop pricing policies and strategies.
6. Explain how a firm can judge whether it is employing the optimal mix of inputs.
7. Identify and analyze the economic costs of firms
8. Determine the existence of economies of scale and scope and assess their impact on a firm's competitive position.

BA 627: Marketing

At the end of this course students should be able to:

1. Analyze markets and customers utilizing primary and secondary sources of information.
2. Define and apply knowledge of key concepts, including:

- Customer value
 - Customer behavior
 - Market segmentation
 - Target market selection
 - Positioning
 - Brand equity
 - Marketing mix
 - Integrated marketing communications
3. Identify and explain methods for measuring and evaluating marketing performance and how marketing contributes to the financial value of the firm.
 4. Identify and integrate market mix elements into a comprehensive plan.

BA 628: Operations and Supply Chain Management

At the end of this course students should be able to:

1. Explain the role of operations and supply chain in an organization and its interactions with business functions such as accounting, finance and marketing.
2. Define the basic business and operations strategies for increased productivity and competitiveness for service and manufacturing.
3. Apply descriptive and optimization analytics to improve business decision making.
4. Apply forecasting techniques to estimate future demand.
5. Explain quality management strategies, techniques and tools for improved customer satisfaction.
6. Describe the basic issues and models of inventory and materials management.
7. Apply the basic scheduling techniques for project planning and management.
8. Explain lean operations principles.
9. Elaborate supply chain's strategic impacts on global business.

BA 629: Financial Management

At the end of this course students should be able to:

1. Analyze financial statements using standard financial ratios of liquidity, activity, debt, profitability, and market value.
2. Apply techniques to project financial statements for forecasting long-term financial needs.
3. Explain the role of short-term financial management, and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory.
4. Identify the major sources of short-term financing available to the firm.
5. Apply future value and present value concepts to single sums, mixed streams, and annuities.
6. Apply time value, risk, and return concepts. Apply valuation techniques to bonds.

7. Apply time value, risk, and return concepts to constant and variable growth models. Apply valuation techniques to stocks.
8. Identify relevant cash flows for capital budgeting projects and apply various methods to analyze projects.
9. Apply the concept of risk, its measurement for single assets and portfolios, various types of risk, the source and use of betas, and the CAPM and SML.
10. Apply techniques for estimating the cost of each component of the cost of capital and understand how to assemble this information into a cost of capital.
11. Explain the concept of leverage and the benefits and costs associated with debt financing.
12. Identify the various long-term sources of funds for a firm.
13. Identify and explain the key international differences between major domestic financial management tools, techniques, and practices and those environmental and methodological differences that occur in the global market

BA 630: Business Strategy

At the end of this course students should be able to:

1. Develop a disciplined and an integrative approach to analyzing a firm's environment (including its industry, competitors and customers) and internal resources (stemming from its internal operations and functions) and to formulating and implementing long term strategy.
2. Identify, describe and apply relevant strategic management concepts, frameworks, and techniques to formulating and implementing strategies.
3. Identify and articulate options/solutions to strategic business problems and opportunities that cut across functions and relate to the formulation and implementation of business, corporate and international strategies.
4. Think critically and analytically in discussing strategic issues.

BA 780: Field Studies in Business

At the end of this course students should be able to:

1. Plan and implement a complex project within a finite time period
2. Apply management theory to organizational cultural environments
3. Coordinate financial resources, materials, and machines to solve management problems
4. Employ people skills to solve management problems
5. Develop benchmarks to measure progress in relation to activities

BA 795: Business Consulting

At the end of this course students should be able to:

1. Summarize the organizational managerial context of the business decision.
2. Determine the appropriate information needed to arrive at business recommendations.

3. Determine the methodologies needed to obtain the required information from both primary and secondary sources.
4. Implement the appropriate methodologies in a semester-long research project.
5. Analyze the collected information to arrive at sound managerial recommendations.
6. Write a sound research report for presentation to management.
7. Orally present the research results to management in a well-organized presentation.
8. Be a productive member of a research team tasked with solving a decision problem

BA 796: Integrative Business Analysis

At the end of this course students should be able to:

1. Evaluate the impact that changes in the domestic and global environment have on the business climate
2. Analyze the implications that environmental factors have for the functional areas of organizations and organizational activities.
3. Determine salient responsibilities (e.g., social, legal, ethical, sustainability) of organizations to all stakeholders.
4. Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.
5. Identify limits of models and determine associated risk.
6. Apply problem solving techniques to address business objectives.
7. Recommend strategies to pursue opportunities.
8. Exhibit leadership and collaborative skills in team based tasks.
9. Write clear and effective business communications.
10. Make professional oral presentations.