Second Discipline in **Business Administration**

Required:

ECON 402, Principles of Economics (Micro)
ADMN 502, Financial Accounting or ACFI 501, Survey of Accounting
MGT 580, Introduction to Organizational Behavior

Electives: (choose one course)

ADMN 503, Managerial Accounting
ECON 401, Principles of Economics (Macro)
MKTG 550, Survey of Marketing
DS 766, Business Analytics and Spreadsheet Modeling
DS 768, Forecasting Analytics

Course Descriptions:

ECON 402 - Principles of Economics (Micro)   [Discovery Social Science]
Credits: 4.00
Functions of component units of the economy and their interrelations. Units of analysis are the individual consumer, the firm, and the industry. Theory of consumer demand and elasticity, supply and costs of production, theory of the firm under conditions of perfect and imperfect competition, demand for and allocation of economic resources, general equilibrium, and basic principles and institutions of international trade. ECON 402A emphasizes applications to the international economy. ECON 402H is open to students in the Honors Program. No credit for students who have received credit for ECON 402A, ECON 402H, EREC 411, ECN 412, or equivalent.

ADMN 502 - Financial Accounting
Credits: 4.00
Fundamentals of financial accounting concepts and procedures for analyzing economic events and the preparation and use of financial statements. No credit for students who have taken ACFI 501.

ACFI 501 - Survey of Accounting
Credits: 4.00
Survey of basic accounting concepts, including exposure to financial statements, accounting processes, decision making, and budgeting. This course is designed for students pursuing a Business Administration minor or exploring basic accounting. No credit for students who have had ADMN 502. Not for Paul College students.

MGT 580 - Introduction to Organizational Behavior
Credits: 4.00
Application of behavioral science concepts to work settings in profit and nonprofit organizations. Individual settings behavior, interpersonal relations, work groups, relations among groups studied in the context of organizational goals and structure. Experiential focus. For non-business administration majors and minors. No credit for students who have had ADMN 575.

ADMN 503 - Managerial Accounting

Credits: 4.00

The use of information by managers to (1) determine the cost and profitability of the organization's products or services; (2) plan, control, and evaluate routine operations; and (3) make special non-routine decisions. The demand for managerial accounting information is derived from an integrated treatment of organizational objectives, an orientation to customers, and a focus on activities as the unit of analysis for measurement of cost, quality, and time. Prereq: ADMN 502.

ECON 401 - Principles of Economics (Macro)

Credits: 4.00

Basic functions of the United States economy viewed as a whole; policies designed to affect its performance. Economic scarcity, supply and demand, the causes of unemployment and inflation, the nature of money and monetary policy, the impact of government taxation and spending, the federal debt, and international money matters. ECON 401A emphasizes applications to the international economy. ECON 401H is open to students in the Honors Program. No credit for students who have received credit for ECON 401A, ECON 401H, ECN 411, or equivalent.

MKTG 550 - Survey of Marketing

Credits: 4.00

Focuses on marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. For business administration minors and non-business administration majors. No credit for students who have had ADMN 585 or HMGT 600.

DS 766 - Business Analytics and Spreadsheet Modeling

Credits: 4.00

The course focuses primarily on Descriptive and Prescriptive Analytics. Students gain modeling and analysis skills necessary to address a wide variety of business problems. Topics covered include general modeling and analysis principles, principles and practices of good spreadsheet model design, optimization, simulation, decision analysis, and Visual Basic for Applications. Students develop a decision support tool for a real-world problem. Prereq: ADMN 410, ADMN 420.

DS 768 - Forecasting Analytics

Credits: 4.00

The course focuses on Predictive Analytics. Businesses and organizations need to be able to forecast effectively in order to make decisions. Students learn the background necessary to develop forecasts for real-world business situations. An applied, hands-on approach is used in the course. Students learn and use SAS to analyze data and fit models. Topics include regression analysis in forecasting, model building, residual checking, analysis of seasonal and cyclical trends, and times series models. Prereq: ADMN 420.