

## BUSINESS ADMINISTRATION AND MANAGEMENT

### THE FACULTY

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### THE MAJORS

The Department offers a Bachelor of Science in Business Administration and a Bachelor of Arts in Management. Students may take department classes toward either major after completion of any prerequisite courses with a grade of 2.0 or higher. Students must have a cumulative GPA of 2.7 at the time they submit a Declaration of Major for the B.S. in Business Administration or the B.A. in Management. The department's majors and the minor offer a personal, pragmatic, professional business education steeped in the liberal arts tradition that prepares graduates for fulfilling careers in the global economy.

Learning outcomes for the BS and BA program may be found at [www.redlands.edu/BS-BUS/learning-outcomes](http://www.redlands.edu/BS-BUS/learning-outcomes).

### PREREQUISITE COURSE REQUIREMENTS

We encourage students to complete most prerequisite courses by the conclusion of their sophomore year. ECON 101 and BUS 136 should be taken first, followed by BUS 226 and ACCT 210. Students should avoid enrolling in BUS 226 and ACCT 210 during the same semester if at all possible. Transfer students with 30 or more credits will take BUS 226 in their first semester, unless exempted by their Business advisor. All prerequisite courses must be taken for a numerical grade and students must earn a minimum grade of 2.0 in each course.

To enroll in BUS 226 a student must have a cumulative GPA of 2.7 on a 4.0 scale at the time of registration. Transfer students must have a cumulative GPA of 2.7 from their previous school(s) at the time of registration. Students who do not meet the GPA requirements may petition the department for permission to enroll in BUS 226, or to declare the major. The Department Chair reviews these petitions in consultation with the BUS 226 instructors.

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

We encourage students interested in careers both in the United States and globally where financial, industry, marketing, or public sector analyses are important to pursue a BS in Business Administration. This program provides students with a comprehensive view of firms' inner workings, as well as the complex legal and strategic environments in which they function. Students enrich core study in accounting, business history, ethics, human resources, finance, management, marketing, and organizational behavior through the selection of electives in consultation with business faculty advisors.

The Bachelor of Science helps prepare students for decision-making and leadership roles in business, nonprofit organizations, and public service. Students with the Bachelor of Science degree pursue graduate study in business administration, education, finance, GIS and information systems, law, leadership, management, medicine, philosophy, psychology, among other areas.

We encourage B.S. Business Administration majors to complete minors in any of the many programs across the college.

## REQUIREMENTS

**PREREQUISITE COURSES:** 8 courses/ 31-32 credits

The following courses are prerequisites to the required major courses. Some also satisfy Liberal Arts Foundation or Liberal Arts Inquiry requirements.

- ECON 101 Principles of Economics (4)
- BUS 136 Principles of Global Marketing (4)
- BUS 226 Rise of Capitalism 1860–1941 (4)
- ACCT 210 Principles of Financial Accounting and Reporting (4)
- ACCT 220 Principles of Managerial Accounting (4)
- MATH 111 Elementary Statistics with Applications (4), or POLI 202 Statistical Analysis and Mapping of Social Science Data (4), or PSYC 250 Statistical Methods (4), or MATH 312 Mathematical Statistics (4)
- BUS 240 Business Law (4) or GLB 240 U.S. Business Law (4)
- Any one of the following lower division courses: any 200-level course in Economics, ART 159 Digital Imaging (4), CS 110 Introduction to Programming (4), ENGL 206 Composing in New Media (4), HIST 251 Mapping African History (4), MATH 208 Game Theory (3), SPA 110 Introduction to Spatial Analysis & GIS (4), SPCH 111 Contemporary Oral Argumentation (4), SPCH 115 Business Speech (4), THA 140 Acting Fundamentals (4), THA 200 Voice & Movement for Performers (4)

**CORE COURSES:** 6 courses/ 22-24 credits

- BUS 310 Principles of Management and Organizational Behavior (4) or, with permission, BUS 410 Organizational Consulting (4)
- BUS 333 Labor in the Global Economy (3-4), or GLB 336 International Business (4), or other approved international course
- GLB 353 Financial Management (4), or BUS 353 Financial Management, or other approved 300/400 level finance course
- BUS 430 Human Resource Management (4)
- BUS 434 Applied Business Ethics (4), or other approved ethics course.
- BUS 459 Business Policy and Strategy for BS Majors (4) Offered in the spring semester only

**ADVANCED ANALYSIS:** 1 course/ 2–4 credits

At least one of the following:

- ACCT 411 Accounting Information Systems (4)
- BUS 351 GIS & Spatial Analysis for Organizations (4)
- CS 301 Business Analysis and Excel (4)
- ECON 400 Introduction to Econometrics (4)
- ECON 401 Mathematical Economics (4)
- GIS 411 Fundamentals of Geographic Information Research, and Application (4)
- GLB 356 International Finance (4)
- GLB 421 Corporate Finance (4)
- GLB 422 Investments (4)
- MATH 119 Integrated Calculus II (4)
- MATH 120 Brief Calculus (4)
- MATH 121 Calculus I (4)

- MATH 212 Mathematical Consulting (2-4)
- MATH 231 Introduction to Mathematical Modeling (4)
- MATH 260 Data Science (4) (topics course)
- POLI 300 Advanced Quantitative Methods in the Social Sciences(4)
- PSYC 300 Research Methods (4)
- SOAN 300 Research Methods & Design (4)
- SOAN 305 Mapping People, Mapping Place (4)
- SPA 210 Advanced Spatial Analysis and GIS (4)
- SPCL 136 Excel Essentials I (2)
- Other Advanced Analysis course, with permission of a Business Administration and Management advisor.

ADVANCED ELECTIVE COURSES: 2 courses/ 6-8 credits

At least two 300- or 400-level courses in Business Administration and Management, Accounting, or other departments outside the major that have relevance thereto, upon signed advisor approval.

#### BACHELOR OF ARTS IN MANAGEMENT

The program provides a pathway for students seeking a double major to graduate in four years. It prepares students for careers as thoughtful decision makers and leaders in their personal and professional communities. It encourages innovative problem solving, collaboration, and strategic thinking. The BA in Management requires students to complete a second major, thus allowing students the opportunity to study broadly, develop different ways of thinking, enhance their critical analysis skills, and adapt to change in an interconnected international economy. The program is designed for students who will pursue globally in functions such as communications, development, human resources, marketing, public relations, and sports management, among others, and in sectors like entertainment, finance, government agencies, healthcare, information technology, logistics and transportation, nonprofits, and small businesses of all kinds.

#### REQUIREMENTS

PREREQUISITE COURSES: 5 courses/ 20 credits

The following courses are prerequisites for entering the major while some also satisfy Liberal Arts Foundation or Liberal Arts Inquiry requirements:

- ECON 101 Principles of Economics (4)
- BUS 136 Principles of Global Marketing (4)
- BUS 226 Rise of Capitalism 1860–1941 (4)
- ACCT 210 Principles of Financial Accounting and Reporting (4)
- BUS 240 Business Law (4) or GLB 240 U.S. Business Law (4)

CORE COURSES: 6 courses/ 22–24 credits

- BUS 310 Principles of Management and Organizational Behavior (4) or BUS 410 Organizational Consulting (4)
- BUS 312 Leadership (3-4), or BUS 304 Nonprofit Management (3-4), or BUS 410 Organizational Consulting (4) or other approved Management course
- BUS 430 Human Resource Management (4)
- BUS 434 Applied Business Ethics (4) or other approved ethics course
- BUS 458 Business Policy and Strategy for BA Majors (4) Offered in the spring semester only

- One additional approved 300- or 400-level course in Business Administration and Management, Accounting, or related field outside the major that has relevance thereto, upon signed Business Administration and Management advisor approval.

A transfer student who meets all the following stipulations is considered to have completed the ECON 101 requirement listed above for the B.A. in Management: Sophomore standing at the time of initial registration; completion of a micro- or macroeconomics course at their prior institution(s) with a grade of 2.0 or better on a 4.0 scale; transfer credit for the course granted by the University of Redlands.

#### SECOND MAJOR REQUIREMENT

To graduate with a BA in Management, students must complete a second major program with 28 unique credits in each program.

#### MINOR IN BUSINESS ADMINISTRATION

The following courses are required for a minor in business administration.

7 courses/ 27–28 credits

- ECON 101 Principles of Economics (4)
- BUS 136 Principles of Global Marketing (4)
- BUS 226 Rise of Capitalism 1860–1941 (4)
- BUS 240 Business Law (4)
- ACCT 210 Principles of Financial Accounting and Reporting (4)
- BUS 310 Principles of Management and Organizational Behavior (4), or BUS 430 Human Resource Management (4), or BUS 410 Organizational Consulting (4)
- One additional course selected in consultation with a Business Administration and Management advisor

A transfer student who meets all the following stipulations is considered to have completed the ECON 101 requirement listed above for the minor: Sophomore standing at the time of initial registration; completion of a micro- or macroeconomics course at their prior institution(s) with a grade of 2.0 or better on a 4.0 scale; transfer credit for the course granted by the University of Redlands.

#### INTERNSHIPS

The department encourages all business administration students to consider internships as opportunities to enhance their academic program. Internships allow students to explore career possibilities and integrate classroom learning with practical experience. Students should contact their faculty advisors for more information. To receive academic credit for any business internship, students must complete an organizational and industry audit as detailed in the department internship materials.

#### STUDY ABROAD

Study abroad enhances the undergraduate experience for business students. We encourage study abroad as well as advance planning for doing so. Early consultation with an advisor will allow for meaningful integration of one's international and university studies. Students completing either major or the minor in this department are NOT required to complete a study abroad program. We recognize that study abroad is not possible for many students for reasons that are often beyond their control. In conjunction with the College of Arts and Sciences' Study Away office, we are happy to help you identify opportunities for study away within the United States if your personal circumstances render Study Abroad outside the United States an impossibility.

## DEPARTMENTAL HONORS

Applications are accepted in the junior year from majors of high academic achievement who desire to work toward departmental honors. Successful applicants will work one-on-one with a member of the business faculty to complete a research project. In addition, their research project will be supported and reviewed by an advisory board of faculty and outside experts selected by the student and approved by the Honors advisor. To qualify for University honors, a student must complete an honors project within the department.

## COURSE DESCRIPTIONS (BUS)

### 136 Principles of Global Marketing.

Fall (4), Spring (4).

Marketing concepts with emphasis on marketing management. Explores marketing strategies involving the variables of the marketing mix (product, pricing, promotion, and distribution), coordinated and integrated across multiple country markets. Examines the distinctive differences, influences, and issues faced by companies when conducting marketing activities in the domestic and global environment.

### 169 Special Topics in Business.

Fall (1–4).

Reflection of various issues and trends in business. Topics may vary from offering to offering. May be repeated for degree credit.

Credit/no credit only.

Offered as needed.

### 226 Rise of Capitalism 1860–1941.

Fall (4), Spring (4).

Examines the evolution of capitalism in the United States within a global context. The growth of the firm, labor movements, technological innovation, development of the administrative state, financial and monetary reforms, and resistance to capitalism provide lenses to understand the period and parallels with contemporary issues in political economy.

Prerequisites: ECON 101 (or ECON 250 or ECON 251) with a minimum grade of 2.0 or higher; students must have a cumulative GPA of 2.7 to enroll, or by permission.

Additional course fees.

### 240 Business Law.

Fall (4), Spring (4).

An introduction to the American legal system, our constitutional framework, the role of judicial decisions, and statutory law. Special emphasis is placed on business torts and contract law, along with other concepts important in the business world.

Prerequisite: BUS 226, or BUS 228, or GLB 228, or ACCT 210, or by permission of the Chair.

### 269 Special Topics in Business.

Fall (2–4), Spring (2–4), May Term (2–3).

Reflections of various issues and trends in business. Topics vary from offering to offering. May be repeated for degree credit, given a different topic.

Numeric grade only.

### 302 Sustainable Labor.

Fall (4), Spring (4), May Term (3).

This course considers the future of business and employment by urging students to evaluate the ethical, political, and economic factors necessary to ensure "labor sustainability." We assess changing labor markets in the United States, Canada, and Mexico, identified by economic sector, geographic location, and labor utilization.

Prerequisite: An economics course.

Numeric or Evaluation grade only.

### 304 Nonprofit Management.

Fall (4), Spring (4), May (3).

Nonprofit Management explores the practices of high impact social change organizations. Students examine operations and hear from speakers from across the nonprofit sectors. Regulatory and policy changes are examined as well as leadership, capacity building, advocacy, outcome measures, and fundraising strategy.

### 305 Organizational Communication.

Fall (4), Spring (4).

This course examines current methods and best practices for communicating in organizations. Topics include the communication process, business writing, presentation design and delivery, non-verbal communication, active listening, interpersonal skills, and employment communication. Special emphasis is placed on analyzing audiences, having clarity of purpose, and using proper format.

Offered as needed.

### 310 Principles of Management and Organizational Behavior.

Fall (4), Spring (4).

Dynamics of individual and group behavior are explored, in addition to selected topics of entrepreneurship, technology, and strategic planning. Students are asked to view the internal workings of organizations as well as to consider organizations in a larger, more global context. Classic and modern texts are used.

Prerequisites: BUS 136, ACCT 210, and junior standing or by permission.

### 312 Leadership.

Fall (4), May Term (3).

Reflects the growing interest in leadership and the leadership process. Students explore the topic from multiple perspectives. Theory and myths are confronted as students search for their own path and assess their own unique styles. Students will also conduct original research, including posing and testing hypotheses. There is a course fee.

Prerequisite: sophomore standing or higher.

Offered in alternate years.

### 333 Labor in the Global Economy.

Fall (2–4), Spring (2–4).

How can business enterprise support sustainable and fair employment in a world of competitive, globalized markets? This course reflects upon initiatives within the labor-capital nexus to promote growth and development within national and international market systems, taking into consideration the promotion of social goods as well as economic returns.

Prerequisites: ECON 101, and MATH 111 or POLI 202 or PSYC 250 or SPA 210, or with permission.  
Evaluation grade only.

### 342 Consumer Behavior

Fall (4), Spring (4), May Term (3).

This course introduces the world of consumer behavior. It explores the behavior of consumers and buyers in general, emphasizing individual issues, decision-making processes, social/cultural issues, and related marketing research. Students will investigate how analysis and application of marketing strategies is influential in creating demand for products and services.

Prerequisites: BUS 136 with a minimum grade of 1.7.

### 343 Marketing Communications.

May Term (3).

This course provides an integrated perspective on the process of communicating marketing messages to promote products, services, and events with their publics. Emphasis is placed on the synergies between the promotional elements (advertising, personal selling, sales promotion, publicity and sponsorship programs). Examines planning, programs and campaign themes, budgets, and evaluations.

Prerequisite: BUS 136.

### 344 Brand Management.

Fall (4).

This course is designed to enhance students' marketing skills and understanding of specific marketing topics from a brand equity perspective. It is organized around the product and brand management decisions that must be made to build, measure, and manage brand equity.

Prerequisite: BUS 136.

### 345 Digital Marketing Strategy

Fall (4), Spring (4).

Investigation of the theory and application of digital marketing strategies in a global economy. Students explore digital marketing across various platforms, their varied effects on consumer behavior, mechanisms for data analysis and effectiveness measurement, integration of digital marketing principles with firms' strategic goals, and concerns over digital privacy.

Prerequisites: BUS 136, or permission of Chair.

Recommended: Any Statistics course.

Offered every year and as needed.

Numeric grade only.

### 351 GIS and Spatial Analysis of Organizations.

Fall (4), Spring (4).

Offers an overview of GIS and spatial analysis practices applied to organizations. Focus on geographic information, location-based decision-making, spatial data, investment in and value of GIS, ethical considerations, and GIS strategies. Students learn through case studies and lab practices with spatial data.

Prerequisites: ECON 101, and SPA 110 or MATH 111, or POLI 202, or PSYC 250, or other approved statistics course, or permission of Department Chair.

Recommended: SPA 210.

### 353 Financial Management

Fall (4), Spring (4).

Study of financial planning and analysis, taxation, capital budgeting, risk and cost of capital, cash flow analysis, management of working capital and long-term funds, dividend policy, and valuation.

Prerequisites: ACCT 220, and one of the following: MATH 111, POLI 202, or PSYC 250.

Offered as needed.

### 355 Marketing Research and Analytics

Fall (4), Spring (4).

Marketing research provides decision makers with information to make good marketing-related decisions. When correctly conducted, good marketing research can provide valuable insights into markets, customers, competitors, and the environment within which the firm must operate.

Among other things, marketing research can help identify and evaluate marketing opportunities, both in the United States and in other countries, can provide input for strategic development, and help monitor performance. Over the last decade, web analytics has become more important in providing information to make good marketing decisions.

Prerequisites: BUS 136, BUS 226, and statistics course

Offered as needed.

### 363 Business in Film.

May Term (3).

Students will embark on a guided journey of discovery that examines our perceptions of work, organizations, and cultures as influenced by film. Students will draw upon secondary research as well as class discussion to critically analyze the content and messages of the film.

### 410 Organizational Consulting.

Fall (4), Spring (4).

An advanced management class that places student teams in organizational settings solving real client challenges. Students use conventional and design thinking processes to develop strategy for connecting with stakeholders, improve operations, and collect research key to decision making. Students are needed from across the college to make this class a success.

Prerequisite: BUS 310 recommended.

### 430 Human Resource Management.

Fall (4), Spring (4).

Within the framework of U.S. legislative policy, this course covers issues in workforce management. These include staffing, employment quality, performance management, compensation and benefits, training and development, as well as labor relations and global influences.

Prerequisite: Senior standing or by permission.



434 Applied Business Ethics.

Fall (4), Spring (4).

Exploration of applied ethics in the business environment. Students will be introduced to the formal study of business ethics and then apply that knowledge to a variety of historical and contemporary case studies.

Prerequisites: BUS 310, or BUS 410, or senior standing.

458 Business Policy and Strategy for Bachelor of Arts Majors.

Spring (4).

Capstone course that incorporates student experiences in both Management and second major courses. The course examines the way organizations, including non-profits, develop their visions, direction, goals, strategies, and tactics. The emphasis is on the ways organizations develop and execute effective strategies and evaluate success.

Prerequisites: Senior standing.

459 Business Policy and Strategy for Bachelor of Science Majors.

Spring (4).

Capstone course requiring students to integrate their knowledge of finance, law, accounting, and organizational and behavioral studies, and apply these topics to the development of business strategies in national and global contexts.

Prerequisites: Senior standing.

469 Advanced Topics in Business.

Fall (2–4), Spring (2–4), May Term (2–3).

Designed to reflect curriculum trends and issues. Continuation of select upper-division courses allowing students to pursue topics in business and accounting beyond one semester.

Prerequisites: junior standing and by permission. May be repeated for degree credit, given a different topic, for up to 4 credits.

Offered as needed.

Numeric grade only.

489 Business Administration Internship.

Fall (1–3), Spring (1–3), May Term (1–3).

Internship and academic work under faculty direction.

Prerequisite: junior or senior standing.