

BUSINESS ADMINISTRATION AND MANAGEMENT

THE FACULTY

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THE MAJORS

The department offers a Bachelor of Arts in Management and a Bachelor of Science in Business Administration. Department classes may be taken toward the major upon completion of the prerequisite courses with a 2.0 or higher GPA in each course.

In order 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. In addition, any student seeking to declare any major offered by the Department of Business Administration and Management (BS in Business Administration, BA in Management) must have a cumulative GPA of 2.7 at the time they submit their Declaration of Major. (Those students interested in the Accounting or Global Business majors should refer to the specific Accounting or Global Business sections of this Catalog.)

Students who do not meet the GPA requirements as noted above may petition the department for permission to enroll in BUS 226, or to declare the major. Petitions will be reviewed by the Department Chair.

Learning outcomes for the BA program may be found at www.redlands.edu/BA-MNGT/learning-outcomes.

Learning outcomes for the BS program may be found at www.redlands.edu/BS-BUS/learning-outcomes.

PREREQUISITE COURSE REQUIREMENTS

We advise students to complete the majority of their prerequisite courses no later than the spring of their sophomore year. BUS 226 should be taken early, followed by BUS 240. Transfer students usually take BUS 226 in their first semester, unless exempted by a 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.

BACHELOR OF ARTS IN MANAGEMENT

This program prepares students for participation as thoughtful decision makers, leaders, and community members. It encourages innovative problem solving, collaboration, and strategic thinking. The BA in Management requires a second major, thus allowing students the opportunity to study more broadly, develop different ways of thinking, and adapt to change. The program is designed for students who are pursuing careers in marketing, public relations, human resources, development, communications, and sports management among other areas. Graduates from the BA in Management program are employed across many sectors including information technology, entertainment, healthcare, nonprofit, government, and small business. The program is designed for students to graduate in four years with the double major.

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 The Rise of American Capitalism 1860–1932 (4)
- ACCT 210 Principles of Financial Accounting and Reporting (4)
- BUS 240 Business Law (4)

CORE COURSES: 6 courses/ 22–24 credits

- BUS 310 Principles of Management and Organization Behavior (4)
- BUS 312 Leadership (3-4), or BUS 369 Non-Profit Management (2-4), or BUS 410 Organizational Consulting (4) or other approved Management course
- BUS 434 Applied Business Ethics (4) or other approved ethics course
- BUS 430 Human Resource Management (4)
- BUS 458 Business Policy and Strategy (4)
- One additional approved 300- or 400-level course

SECOND MAJOR REQUIREMENT

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

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Students interested in pursuing careers where financial, industry, marketing, or public sector analyses are important are encouraged to pursue a BS in Business Administration. This program provides students with a comprehensive view of the inner workings of corporations, as well as the complex legal and strategic environments in which they function. Students enrich core study in accounting, finance, management and marketing through the selection of advanced electives.

The Bachelor of Science helps prepare students for decision-making and leadership roles in business and public service. Students with the Bachelor of Science degree pursue graduate study in business, healthcare, sports management, human resources, and law, among other areas.

REQUIREMENTS

PREREQUISITE COURSES: 8 courses/ 32 credits

The following courses are prerequisites to the required major courses. Some also satisfy Liberal Arts Foundation or Liberal Arts Inquiry requirements. BUS 226 must be completed with a grade of 2.0 or better before declaring the major.

- ECON 101 Principles of Economics (4)
- Any 200-level course in Economics
- POLI 202 Statistical Analysis and Mapping of Social Science Data (4), or MATH 111 Elementary Statistics with Applications (4), or PSYC 250 Statistical Methods (4)
- ACCT 210 Principles of Financial Accounting and Reporting (4)
- ACCT 220 Principles of Managerial Accounting (4)
- BUS 136 Principles of Global Marketing (4)

- BUS 226 The Rise of American Capitalism 1860–1932 (4)
- BUS 240 Business Law (4)

CORE COURSES: 6 courses/ 24 credits

- BUS 310 Principles of Management and Organization Behavior (4)
- GLB 336 International Business (4) or other approved International course
- BUS 353 Financial Management (4)
- BUS 430 Human Resource Management (4)
- BUS 434 Applied Business Ethics (4) or other approved ethics course
- BUS 459 Business Policy and Strategy (4)

ADVANCED ANALYSIS: 1 course/ 3–4 credits

At least one of the following:

- ACCT 411 Accounting Information Systems (4)
- BUS 354 Investments (4)
- BUS 421 Corporate Finance (4)
- CS 301 Business Analysis and Excel (4)
- ECON 400 Introduction to Econometrics (4)
- MATH 118 Integrated Calculus I (4), and MATH 119 Integrated Calculus II (4) or MATH 121 Calculus I (4)
- MATH 212 Mathematical Consulting (4)
- MATH 231 Introduction to Modeling (4)
- PSYC 300 Research Methods (4)
- or another Advanced Analysis course, with permission of their advisor.

ADVANCED ELECTIVE COURSES: 2 courses/ 8 credits

At least two 300- or 400-level courses in Business, Accounting, or related field outside the major that have relevance thereto, upon signed advisor approval.

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 The Rise of American Capitalism 1860–1932 (4)
- BUS 240 Business Law (4)
- ACCT 210 Principles of Financial Accounting and Reporting (4)
- BUS 310 Principles of Management and Organization Behavior (4) or BUS 430 Human Resource Management (4)
- One additional course in Accounting or Business

INTERNSHIPS

The department encourages all business administration juniors and seniors 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. The department encourages 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.

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.

Credit/no credit only.

226 The Rise of American Capitalism 1860–1932.

Fall (4), Spring (4).

Examines the conflicts surrounding the amassing and distribution of capital. The growth of U.S. corporations, the rise of labor, and the evolution of the regulatory powers of the Federal and State governments are examined. Four lenses—economic, political, organizational, and biographical—are used to examine the subject.

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.

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 by permission.

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).

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.

Prerequisite: An economics course.

Offered as needed.

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).

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.

308 Green Business.

Spring (4).

This course addresses various opportunities for businesses and consumers to enhance long-term environmentally sustainable practices at local, state, national, and international levels. Also examined is the role of environmental policy, leadership, technological advances, and public opinion in affecting the economies of businesses, and making the case for “greening” a business.

Prerequisite: ACCT 210 or EVST 100. Not open to students who have received credit for EVST 340.

310 Principles of Management and Organization 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.

Prerequisite: sophomore standing or higher.

Offered in alternate years.

313 Change Management.

Spring (4).

This course provides students with the insight and methods necessary to effectively manage change in the workplace as well as navigate change in their personal lives. Course topics include innovation and technology change, employee resistance, visioning, change agents, and making change stick.

Prerequisite: BUS 310 recommended.

342 Consumer Behavior.

Fall (4), Spring (4).

Exploration of the behavior of consumers and buyer behavior in general, stressing individual issues, social/cultural influences, decision-making processes, and related market research.

Prerequisites: BUS 136 and a department-approved statistics course or by permission.

Not regularly offered.

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.

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 ECON 101, and one course from POLI 202, MATH 111, or PSYC 250. Not open to students who have received credit for GLB-353.

354 Investments.

Fall (4).

The course examines investment analysis and portfolio management through the study of the nature and functioning of securities markets, alternative investment opportunities, valuation of stock, fixed income securities, derivative securities.

Prerequisite: BUS 353 or ACCT 310 or by permission. Not open to students who have received credit for GLB-354.

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.

Prerequisites: BUS 240 preferred.

369 Special Topics in Business.

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

Reflection of various issues and trends in business. Topics vary from offering to offering.

Prerequisite: by permission. May be repeated for degree credit given a different topic.

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.

421 Corporate Finance.

Spring (4).

This course studies financial management in the corporate setting at an advanced level. Topics include the firm's investment and financing decisions, capital budgeting analysis, investment analysis under uncertainty, the cost of capital, capital structure theory, dividend policy, and other current topics in finance.

Prerequisite: BUS 353 or ACCT 310 or by permission. Not open to students who have received credit for GLB 421.

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 and 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: BUS 240, BUS 310, BUS 336, or other approved course, or by permission.

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: BUS 240, ACCT 220, BUS 353 or ACCT 315 (which can be taken concurrently), BUS336, or other approved course or by permission.

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.