



UNIVERSITY of DUBUQUE

Bachelor of Business Administration

www.dbq.edu/LIFE

LEARNING INSTITUTE FOR FULFILLMENT AND ENGAGEMENT

University of Dubuque's Learning Institute for Fulfillment and Engagement (LIFE) program is an accelerated adult bachelor's and master's degree program. The LIFE program was established by University of Dubuque, a nonprofit private Christian university. UD was founded in 1852 in Dubuque, Iowa, and is accredited by the Higher Learning Commission (HLC).

PROGRAM DESCRIPTION

The bachelor of business administration (BBA) program provides an ethical perspective that combines competencies in accounting, economics, management, marketing, and finance with applied skills such as team building, collaboration, and understanding appropriate social behaviors that lead to future success. There are four majors within the BBA program — accounting, business, human resource management, and marketing. BBA students learn how to manage time, creatively solve problems, improve productivity, and better serve customers. In addition, students develop strong written and oral communication skills as well as technical skills necessary to effectively compete in today's workforce.

BACHELOR OF BUSINESS ADMINISTRATION CORE CREDIT REQUIREMENTS

30 TOTAL BBA CORE CREDITS

Courses listed on following page are required in conjunction with general education core curriculum courses and specific major courses to complete the bachelor of business administration degree. All BBA students pick only one of four majors. Specific majors and their credit and course requirements are listed on the pages following the Core Requirement page.

MAJORS

Accounting

The accounting major prepares students for careers in public accounting and private accounting as well as government and nonprofit accounting with potential of credentialing as a Certified Public Accountant and/or Certified Management Accountant.

Business

The business major prepares students to apply business theories and sound judgment in pursuing business goals, objectives, and solutions to business problems. Students will develop marketable skills that will provide professional growth and contribute toward the enhancement of value for a business organization or entrepreneurial opportunities.

Human Resource Management

The human resource management major provides 21st century skills, knowledge, and understanding of human resource and management functions that prepares students to work in business administration, human resources, and management in the for-profit, nonprofit, or public sector.

Marketing

The marketing major prepares students to pursue career opportunities in advertising, product and brand management, consulting, marketing research, retailing, sales management, business-to-business marketing, and supply chain management. Marketing includes planning, designing, pricing, promoting, and distributing goods and services that satisfy organizational and customer needs.

BACHELOR OF BUSINESS ADMINISTRATION CORE REQUIREMENTS – 30 CREDITS

Course	Course Description	Credits
ECON 101: Principles of Microeconomics	This is an introductory course in microeconomics which is the study of the behavior of individuals and organizations in the making of economic decisions. This course will focus on the overall topic of market exchanges and why people, organizations, governments, and nations work the way they do.	3
ECON 102: Principles of Macroeconomics	This is a course in basic macroeconomic theory which is the study of the global and national economies as opposed to the study of the behavior of individuals or organizations. Topics include issues such as international governmental policies, global allocation of resources, unemployment, the Federal Reserve, international perspectives of economic thought, and governmental policies.	3
BAC 201: Principles of Management	This course is a study of management and leadership principles, the impact of those principles upon micro and macro organizational issues, and the skills necessary to develop and achieve organizational goals. The emphasis is on the study of interpersonal behavior, motivation, group dynamics, and the methods of coordination, design, change, and adaptation within an organization.	3
BAC 241: Principles of Financial Accounting	This course studies the fundamentals of financial reporting and introduces business decision-making using accounting information. Students learn how business transactions are recorded in the accounting records and how to use various types of accounting information found in financial statements and annual reports with emphasis placed on analyzing, summarizing, reporting, and interpreting financial information. <i>Prerequisites: Sophomore standing. It is strongly recommended to have completed CIS 101 or 103 and MATH 111 or 112.</i>	3
BAC 242: Principles of Managerial Accounting	This course examines the managerial uses of accounting information. Topics include cost-volume-profit analysis, job order cost systems, standard costs, variance analysis, and budgeting. <i>Prerequisite: BAC 241.</i>	3
BAC 280: Principles of Marketing	This course examines concepts and principles in the delivery of goods and services to consumers in business to business and business to consumer settings. Focus is on the four Ps of marketing: products, price, place, and promotion. It also discusses the ethics of marketing in today's society.	3
BAC 300: Principles of Finance	This course provides a broad understanding of basic finance principles with a working knowledge of concepts, tools, and applications appropriate for financial decision-making. An emphasis on the analysis of the sources and use of funds, fundamental valuation concepts, short- and long-term financing, and working capital management and the application thereof. <i>Prerequisites: MATH 111 or 112; ECON 101, ECON 102, and BAC 241.</i>	3
BAC 340: Effective Communication in Business	This course provides direction in the fundamental forms and styles for common types of business reports and correspondence. Emphasis throughout the course is given to written, oral, nonverbal, graphical, electronic, and perceptual differences within the global business structure. <i>Prerequisites: ENG 101 and COM 101.</i>	3
BAC 421: Business Law	This course is designed to help students explore the regulatory and legal issues of business. The course includes a study of legal principles governing business transactions as well as the study of administrative law and contracts. <i>Prerequisites: Junior standing or consent of the instructor.</i>	3
BAC 475: Administrative Policy Seminar	The capstone course for students majoring in accounting, business, human resource management, or marketing brings the application of business sub-disciplines together. Emphasis is placed upon strategic decision and policy making in the context of a moral and ethical framework while working with other students in a competitive business environment simulating real world business conditions.	3

Please note, the sequence of courses and course schedules are contingent upon enrollment.

ACCOUNTING MAJOR COURSE REQUIREMENTS – 29 CREDITS

Course	Course Description	Credits
BAC 341: Intermediate Accounting I	This course is the first in a two-course sequence that reinforces the study of generally accepted accounting principles in the preparation of financial statements for external use. Students develop an increased understanding of the issues useful for decision-making. <i>Prerequisite: BAC 241.</i>	4
BAC 342: Intermediate Accounting II	This course continues the two-course sequence that began in BAC 341. Students further develop their understanding of generally accepted accounting principles in the preparation of financial statements as advanced topics are studied. <i>Prerequisite: BAC 341.</i>	4
BAC 346: Accounting Information Systems	This course introduces and presents an overview of technology in business, particularly for accounting applications. It explores accounting information systems (AIS) within the framework of business processes including controls, terminology, reporting, analysis, and trouble shooting. <i>Prerequisite: BAC 241.</i>	3
BAC 351: Cost Accounting I	This course studies cost accounting focusing on its role in external and internal reporting and the resulting decision-making processes. Emphasis is placed on cost understanding, cost behavior, activity-based costing, and assignment and allocation of costs. <i>Prerequisite: BAC 242.</i>	3
BAC 441: Federal Taxation I	This course provides a broad overview of federal income tax by introducing the basics of tax law and the types of taxpayers, especially focusing on individual taxpayers. Terminology, tax accounting, ethical issues, and professional standards are introduced and emphasized. <i>Prerequisite: BAC 242.</i>	3
BAC 446: Auditing	This course examines the theory, procedures, and techniques of auditing. Topics include risk assessment, internal control testing, substantive testing, the nature of audit evidence, sampling, and auditing for fraud. <i>Prerequisite: BAC 342.</i>	3
ELECTIVES	Nine accounting elective credits as approved by an advisor.	9

Please note, the sequence of courses and course schedules are contingent upon enrollment.

BUSINESS MAJOR COURSE REQUIREMENTS – 27 CREDITS

Course	Course Description	Credits
BAC 262: Personal Financial Stewardship	This course is designed to make students better financial stewards in their personal and professional environments. The details of tax forms and exemptions, charitable donations, financial planning, and financial markets will be explored. Additional topics are insurance, credit options, how to finance major purchases, and budgeting. <i>Prerequisites: MATH 111 or 112. It is recommended to have completed CIS 101 or 103.</i>	3
BAC 304: Human Resource Management	This course introduces the student to major components of human resource management functions including job analysis, planning, recruitment, selection, training/development, compensation, performance appraisal, labor relations, and employee relations. <i>Prerequisite: BAC 201.</i>	3
BAC 309: Principles of Selling	This course examines and practices the techniques to develop and improve sales skills. The concepts covered will apply to negotiating mutually beneficial agreements. Students will also learn to identify customer problems and develop solutions that appeal to customers and benefit the organization. <i>Prerequisites: BAC 280 and at least junior standing.</i>	3
BAC 324: Leadership and Motivation	This course applies leadership theories as well as applied concepts and skills to lead and motivate individuals and groups in organizational environments. This course integrates classical and contemporary models of leadership and motivation as well as ethical issues found in current leadership and motivational applications. <i>Prerequisite: BAC 201.</i>	3
BAC 332: Negotiation and Conflict Management	This course exposes students to the theory and skills used in all phases of the negotiation and conflict resolution processes. Emphasis is placed upon applications in one-on-one, multi-party, and cross-cultural negotiations, buyer-seller transactions, and the resolution of disputes. <i>Prerequisite: BAC 201.</i>	3
ELECTIVES	Twelve business elective credits as approved by an advisor.	12

Please note, the sequence of courses and course schedules are contingent upon enrollment.

HUMAN RESOURCE MANAGEMENT MAJOR COURSE REQUIREMENTS – 27 CREDITS

Course	Course Description	Credits
BAC 304: Human Resource Management	This course introduces the student to major components of human resource management functions including job analysis, planning, recruitment, selection, training/development, compensation, performance appraisal, labor relations, and employee relations. <i>Prerequisite: BAC 201.</i>	3
BAC 321: Recruitment and Selection	This course examines the strategic role of staffing for improving productivity and organizational success in a competitive economic environment including the key legal compliance issues associated with staffing organizations. Emphasis is placed on planning processes including job analysis, effective recruitment strategies, developing selection processes, and formulation of staffing plans. <i>Prerequisite: BAC 304.</i>	3
BAC 322: Compensation and Performance Management	This course examines quantitative and non-quantitative position/job evaluation systems and techniques. Emphasis is placed on individual wage and salary determination methods, compensation structures, incentive systems, employee benefits, and the strategic aspects of effective compensation design and performance management systems. <i>Prerequisite: BAC 304.</i>	3
BAC 324: Leadership and Motivation	This course applies leadership theories as well as applied concepts and skills to lead and motivate individuals and groups in organizational environments. This course integrates classical and contemporary models of leadership and motivation as well as ethical issues found in current leadership and motivational applications. <i>Prerequisite: BAC 201.</i>	3
BAC 332: Negotiation and Conflict Management	This course exposes students to the theory and skills used in all phases of the negotiation and conflict resolution processes. Emphasis is placed upon applications in one-on-one, multi-party, and cross-cultural negotiations, buyer-seller transactions, and the resolution of disputes. <i>Prerequisite: BAC 201.</i>	3
ELECTIVES	Twelve business elective credits as approved by an advisor.	12

Please note, the sequence of courses and course schedules are contingent upon enrollment.

MARKETING MAJOR COURSE REQUIREMENTS – 27 CREDITS

Course	Course Description	Credits
BAC 308: Advertising	This course is the study of advertising, promotional, and marketing communication tools, also known as Integrated Marketing Communications (IMC). The course covers advertising, public relations, sales promotion, business communications and writing, and direct response in terms of their strengths and weaknesses in an integrated program. <i>Prerequisite: BAC 280.</i>	3
BAC 309: Principles of Selling	This course examines and practices the techniques to develop and improve sales skills. The concepts covered will apply to negotiating mutually beneficial agreements. Students will also learn to identify customer problems and develop solutions that appeal to customers and benefit the organization. <i>Prerequisites: BAC 280 and at least junior standing.</i>	3
BAC 311: Internet Marketing	This course examines internet marketing strategies/best practices to promote organizational marketing objectives. Emphasis is placed upon brand awareness, lead generation, prospect nurturing and engagement, sales conversion, customer acquisition and retention, traffic augmentation (online/offline), and customer service. <i>Prerequisite: BAC 280.</i>	3
BAC 338: Marketing Research	In this course, students will develop a managerial appreciation of the role of research in marketing practice and how results are used in decision making. The course will emphasize the total research process as well as specific research steps, stressing information needs, research formulation and design, and research procedure. <i>Prerequisite: BAC 280.</i>	3
BAC 339: Consumer Behavior	This course provides a conceptual understanding of consumer behavior and experience in applying consumer behavior concepts to marketing strategy and social policy decision-making through case analysis as well as develops experiential capability in using consumer research. This course covers the consumption process and major influences including psychological, situational, and sociocultural factors. <i>Prerequisite: BAC 280.</i>	3
BAC 408: Marketing	This course is designed as a capstone course in marketing and provides an applications-oriented study of the marketing function at a senior level. This course provides prospective marketing managers with skills to develop strategic marketing plans to support organizations' mission and values. Emphasis is placed on the principles, strategies, and planning for effective marketing management and performance. <i>Prerequisites: Completion of at least nine credits of upper level marketing classes beyond BAC 280 and senior standing.</i>	3
ELECTIVES	Nine business elective credits as approved by an advisor.	9

Please note, the sequence of courses and course schedules are contingent upon enrollment.