BUSINESS ADMINISTRATION

Aric Rindfleisch
350 Wohlers Hall, 1206 South Sixth Street, Champaign
PH: (217) 333-4240
http://business.illinois.edu/ba

The Department of Business Administration offers five Undergraduate majors: Business Process Management, Information Systems and Information Technology, Management, Marketing and Supply Chain Management. All majors require completion of 27 credit hours within each major's content area.

In addition to the Business Administration Major requirements, Business Administration students must also fulfill the University's General Education requirements and the College of Business Core Courses requirements (for more detail, refer to the College of Business Undergraduate Section [http://catalog.illinois.edu/undergraduate/business]).

Double Majors Within the Department of Business Administration

Only College of Business students with a declared Business Administration major may earn a second Business Administration major.

Business Students may earn only two Business Administration majors.

The Business Administration Majors:

- Business Process Management
- Information Systems and Information Technology
- Management: only one concentration can be selected: Entrepreneurship or General Management or International Business
- Marketing
- Supply Chain Management

Each Business Administration major requires 9 courses. Students desiring to earn a second Business Administration major must fulfill the course requirements for both majors.

Some Business Administration (BADM) courses will fulfill requirements of both majors, but a second Business Administration major will add 2 to 5 additional BADM courses during a student's junior and senior years since each Business Administration major requires unique advanced coursework.

Students may earn only one Management Major Concentration.

- Information Systems and Information Technology [http://catalog.illinois.edu/undergraduate/business/departments/badm/information-systems-information-technology]
- Management [http://catalog.illinois.edu/undergraduate/business/departments/badm/management]
- Marketing [http://catalog.illinois.edu/undergraduate/business/departments/badm/marketing]
- Supply Chain Management [http://catalog.illinois.edu/undergraduate/business/departments/badm/supply-chain-management]

BADM Class Schedule [https://courses.illinois.edu/schedule/DEFAULT/DEFAULT/BADM]

Business Administration Courses

BADM 199 Undergraduate Open Seminar credit: 1 to 5 Hours. May be repeated.

BADM 205 Business Location Decisions credit: 3 Hours.
Same as GEOG 205. See GEOG 205.

BADM 261 Technology & Mgmt Seminar credit: 1 Hour.
Current topics in technology and management presented by senior executives from a wide range of industries. Executives discuss challenges they confront and approaches taken in execution of their respective businesses. Format encourages dialogue and discussions between executives and students. Same as ENG 261. Credit is not given toward technical electives in the College of Engineering nor business electives in the College of Business, nor toward the T&M Minor.

BADM 300 The Legal Environment of Bus credit: 3 Hours.
Introduction to law and the legal system, tort law, products liability, agency law, introduction to business organizations, introduction to government regulation, securities regulation, antitrust law. Course Information.

BADM 301 Summary of Business Law credit: 3 Hours.
Basic principles of the private law of business including the law of contracts, agency, and business organizations; a brief introduction to the law of sales, negotiable instruments, security devices, and property. Credit is not given for both BADM 301 and BADM 403. Course is not open to students in the College of Business.

BADM 303 Principles of Public Policy credit: 3 Hours.
Same as ACCY 321, ACE 321, and PS 321. See PS 321.

BADM 310 Mgmt and Organizational Beh credit: 3 Hours.
General analysis of management and organizational behavior from a systems point of view, including classical organizational theory and management, organizational behavior, and management science; environmental forces; planning, organizing, and control processes; motivation, incentives, leadership, communication, and interpersonal relations; and discussion of production and decision-making and mathematical models.

BADM 311 Individual Behavior in Orgs credit: 3 Hours.
Understanding the behavior of employees in work organizations; particular attention to the motivation of individuals to join and perform in organizations and to employee satisfaction with elements of the work environment; and emphasis on various management strategies to modify employee motivation and satisfaction. Prerequisite: BADM 310.

BADM 312 Org Design and Environment credit: 3 Hours.
Understanding of complex organizations; particular attention to ways of dividing work, achieving coordination, and issues connected with change and adaptation. Prerequisite: BADM 310.

Information listed in this catalog is current as of 04/2016
BADM 313 Human Resource Management  credit: 3 Hours.
Studies concepts and methods used by the staff personnel unit in building and maintaining an effective force in an industrial organization; development of ability to design the personnel subsystem within the firm and to deal effectively with problems encountered in such areas as recruitment, selection, training, and wage and salary administration; and considerable emphasis on case analysis, role playing, and research. Credit is not given for both BADM 313 and PSYC 245. Prerequisite: BADM 310.

BADM 314 Leading Negotiations  credit: 3 Hours.
Aims to advance students’ ability to negotiate formal and informal business agreements and resolve conflicts effectively. Because leaders depend on others to accomplish goals, leaders need to be skilled negotiators to generate solutions that are acceptable, valuable, and able to be implemented. Students will engage in a series of negotiations that provide practice and impart a framework for planning for, conducting, and analyzing negotiations. Restricted to College of Business students and Business Minor students. Restricted to students with Junior or Senior class standing.

BADM 320 Principles of Marketing  credit: 3 Hours.
Emphasizes the concepts of planning, organization, control, and decision making as they are applied in the management of the marketing function. Provides an overview of aspects of the marketing discipline. Prerequisite: ECON 202 or equivalent (Statistics I).

BADM 321 Principles of Retailing  credit: 3 Hours.
Gives a general analysis of the structure of retailing emphasizing the retailing environment and operating efficiencies; includes patronage behavior, merchandise control, pricing, promotion, location, and vendor relations; and gives special attention to emerging trends in retailing. Prerequisite: BADM 320.

BADM 322 Marketing Research  credit: 3 Hours.
Focuses on the techniques and methods of marketing research; emphasizes primarily survey research and experimental design; and offers students the opportunity to apply techniques to real-world situations. Prerequisite: BADM 320 and ECON 202.

BADM 323 Marketing Communications  credit: 3 Hours.
Introduces the student to the topic of marketing communications and promotion management. Topics covered include: advertising, sales promotion, point-of-purchase communications, interactive marketing, and event sponsorships. Prerequisite: BADM 320.

BADM 324 Purchasing and Supply Mgmt  credit: 3 Hours.
Examines the analysis, planning, and forms of organization that are associated with the buying functions in business. Major focus on the principal issues involved in the procurement of raw materials, components, equipment, operating supplies, and services. Also treats the unique aspects of institutional and government purchasing. Case problems constitute a major vehicle of instruction. Prerequisite: Credit or concurrent enrollment in BADM 320.

BADM 325 Consumer Behavior  credit: 3 Hours.
Studies the factors affecting consumer behavior in household and organizational markets and their relevance for marketing management planning and analysis; provides an overview of explanations of consumption differences anchored in socioeconomic, demographic, cultural, and psychological processes; and surveys buyer decision-making processes and their implications for marketing strategy. Prerequisite: BADM 320.

BADM 326 Pricing Policies  credit: 3 Hours.
The role of pricing in contemporary marketing and major pricing decisions facing the firm; theoretical, economic, and practical methods and models for setting prices; pricing new products, initiating price changes, and responding to competitive pricing; the relationship of pricing objectives and strategies to the goals of the firm; and sealed bidding for contracts. Prerequisite: BADM 320.

BADM 327 Marketing to Business and Govt  credit: 3 Hours.
Introduces the general area of industrial marketing; examines the nature of industrial markets especially as they compare to consumer markets and emphasizes such factors as the demand for industrial goods, marketing intelligence systems for industrial firms, marketing strategy in industrial markets, and analyses and control of industrial marketing programs; integrates important concepts from sales management and business logistics throughout the course; uses case studies. Prerequisite: BADM 320.

BADM 328 Business-to-Business Selling  credit: 3 Hours.
Introduces the use of persuasive personal communication in attracting and retaining customers. Uses experiential learning exercises to address principles and techniques of personal selling and the administration of the selling function as it relates to the development of marketing strategy and the achievement of corporate objectives. Prerequisite: Junior standing.

BADM 329 New Product Development  credit: 3 Hours.
Exposes student to business and marketing decisions in the context of new product development and marketing. Helps students learn how to use state-of-the-art management techniques to identify markets, develop new product ideas, measure customer benefits, and design profitable new products. Prerequisite: BADM 320.

BADM 332 Prod Dvlpmnt for Sub Mktplaces  credit: 4 Hours.
Focuses on sustainable product and market development for subsistence marketplaces; virtual immersion in subsistence contexts; emersion of principles for business, design and engineering; idea generation and evaluation by groups of business, engineering and design students; optional international field trip over winter break; option to enroll in a spring course on developing product prototype and business plan. Prerequisite: Application process. Junior or senior class standing.

BADM 333 Mktg Innov for Sub Mktplaces  credit: 4 Hours.
Sustainable Product Design and Marketing Plan Development: Project based course focusing on systematic approach for designing sustainable products and developing business plans that address the issues of economic, social and ecological sustainability; covers concept generation and evaluation, detailed design, cost modeling, testing and prototyping, and sustainable business plan development; also a continuing course for students enrolled in sustainable product and market development for subsistence marketplaces. Prerequisite: BADM 332 must be completed in previous fall semester. Junior or senior class standing.

BADM 335 Supply Chain Management Basics  credit: 3 Hours.
Course broadly exposes students to the basics of supply chain management. It concentrates on the basic concepts, terminology, techniques and tools in supply chain management. Introduces the main functions of supply chain management and its interface with marketing, finance, and information management. Studies the interactions among the logistics of manufacturing, inventory, and transportation. Students are introduced to mathematical modeling and computer simulations to optimize the performance of supply chains.

Information listed in this catalog is current as of 04/2016
BADM 335  Analytical Methods of Operations Research  credit: 3 Hours.
Course introduces students to the fundamental tools of operations research. Models and applications of linear programming, queuing theory, simulation, decision analysis, and network analysis are included. Case studies will be examined throughout the course. Credit is not given for both BADM 335 and ECON 335. Prerequisite: BADM 334.

BADM 336  Modeling the Supply Chain  credit: 3 Hours.
Course introduces students to supply chain modeling. It covers optimization and simulation modeling, value stream mapping, and the SCOR model for representation of supply chains. Models for strategic and tactical decision-making in supply chain design and operations will be considered. Presents examples of supply chain modeling in practice and integration of supply chain models with other business functions. Prerequisite: BADM 335.

BADM 337  Practicum in Supply Chain Mgt  credit: 3 Hours.
This is the capstone course for the Supply Chain Management major. Students are required to work in teams to solve real-world supply chain management problems using the tools and techniques learned from their other classes. Students are required to present their progress and final reports to both the faculty and company sponsors. Also covers some basic elements of project management and a large case study.

BADM 340  Ethical Dilemmas of Business  credit: 3 Hours.
Examines business decision making and the role ethics plays in that process. Analysis of how managers behave and whether ethical choices are knowingly made or only realized thereafter. The object is to increase awareness of the moral dimension of business activity.

BADM 350  IT for Networked Organizations  credit: 3 Hours.
Examines the information technology and its impact on modern organizations. Topics include: (1) IT, Internet Technologies, E-Commerce and business models, (2) organizing and modeling enterprise data, (3) Network protocol and architecture, (4) development of IT systems, and (5) IT management and organization design.

BADM 351  E-Business Management  credit: 3 Hours.
Designed to provide current perspective about enterprise IT-applications and the management issues that such applications entail. Emphasis is on current developments that will be explored with lectures, case studies, and hands-on applications. The course builds on BADM 350. May be repeated in subsequent terms. Prerequisite: BADM 350.

BADM 352  Database Design and Management  credit: 3 Hours.
Introduce the modern concepts, techniques and management practices when dealing with data and use of data in organizations. Topics include data modeling, database logical and physical designs, implementation, database administration and web-based database environment. Students will be involved in constructing a database and researching an advanced topic to solidify the learning. Same as ACCY 352.

BADM 353  Info Sys Analysis and Design  credit: 3 Hours.
Methodologies and techniques used and deliverables created in developing large-scale information systems, including preliminary planning, feasibility analysis, design implementation, and post-implementation review of the system; a term-long project which familiarizes students with methodology and techniques is required. Same as ACCY 353. Prerequisite: BADM 350.

BADM 354  Mgmt of Data Communications  credit: 3 Hours.
Course stresses a top-down, business oriented approach to evaluating and selecting data communications technology. Students who successfully complete this course gain practical knowledge of network telecommunications technology including hardware and software. They learn enough to allow them to help design systems that include network components. Prerequisite: BADM 350.

BADM 355  Enterprise Software Management  credit: 3 Hours.
Almost every professional who works in a field related to Information Technology requires an understanding of how enterprise projects and IT projects, in general, should be managed. Provides fundamental managerial skills for students who will work on IT projects. Covers different kinds of enterprise software applications - Enterprise Resource Planning Systems, Customer Relationship management systems and supply chain management IT systems. Students will get hands-on understanding through a term project and project-management software. Discusses approaches to estimate and manage costs, schedules and resources. Students get an understanding of real-world challenges through case studies throughout the course. May be repeated in subsequent terms. Prerequisite: BADM 350.

BADM 365  New Product Marketing  credit: 3 Hours.
Exposes engineering students to the discipline of marketing and to business decision-making in the unique context of new product marketing decisions. Credit is not given for both BADM 365 and BADM 320.

BADM 366  Product Design and Development  credit: 3 Hours.
Presents an overview of the product development process from concept generation to design manufacturing and project management. There is an emphasis on product definition, early concept development, visual reasoning and engineering graphics. Students work in cross disciplinary teams working through product development projects. Same as TMGT 366. Prerequisite: Admission to the Technology and Management Program.

BADM 367  Mgmt of Innov and Technology  credit: 3 Hours.
Course is the first jointly taken course for the engineering and business college undergraduates in the Technology and Management program. It focuses on the strategic management of technology and innovation in organizations. It builds primarily on broad models of technological evolution and organizational change. Same as TMGT 367. Prerequisite: Admission to the Technology and Management program.

BADM 374  Management Decision Models  credit: 3 Hours.
Introduction to methods of operations research from an executive or managerial viewpoint, emphasizing formulation of business problems in quantitative terms; industrial applications of linear programming, dynamic programming, game theory, probability theory, queuing theory, and inventory theory. Prerequisite: ECON 203.

BADM 375  Business Process Management  credit: 3 Hours.
Explores methods of design and management of manufacturing and service business processes; central concepts include managing process-speed, -capacity, -inventory, and -uncertainty; additional topics include simultaneous product and process design, and an introduction to quality management, process improvement and lean thinking.

BADM 376  Enterprise Proc Integr & Dym  credit: 3 Hours.
Enterprise-level study of a business that focuses on the integration and management of many interrelated processes. The focus is on linkages between these business processes and the management of these linkages in a dynamic business environment. Prerequisite: BADM 375.

BADM 377  Project Management  credit: 3 Hours.
In-depth treatment of management concepts, tools, and techniques that apply to the organization, planning, and control of projects; particular emphasis on analyzing needs, defining work, scheduling tasks, allocating resources; assessing costs, managing risks; tracking and evaluating performance; and building and leading teams.
BADM 378 Logistics Management  
credit: 3 Hours.  
Treats the total flow of materials from their acquisition as basic or unprocessed supplies to delivery of the finished product, as well as the related counter-flows of information that both record and control material movement. Major topics include forecasting material requirements; transportation planning; order processing system; raw material, in-process and finished goods inventory management; packaging; in plant and field warehousing; location theory (space, time, and cost trade-offs); communications; and control.

BADM 379 Business Process Improvement  
credit: 3 Hours.  
The survival and growth of any organization requires the continuous improvement of its processes. This course focuses on philosophies and tools for enhancing customer-defined value created through processes. Contemporary process improvement programs are emphasized along with conventional ideas - topics include Statistical Quality Control, Value Stream Mapping, Total Quality Management, and Six Sigma.

BADM 380 International Business  
credit: 3 Hours.  
Introduces the field of international business and management. Examines the economic, political, and legal environments of international business. Analyzes differences in financial management, marketing, and management practices for firms doing business abroad.

BADM 381 Multinational Management  
credit: 3 Hours.  
Examines critical issues facing managers who work in multinational firms. Designed to develop students' skills for working in a global business environment. Topics include foreign market entry strategies, global management of the functional areas of business, and management and control of multinational firms in the global marketplace.

BADM 382 International Marketing  
credit: 3 Hours.  
Analyzes marketing strategy across national boundaries, the problems of marketing within foreign countries, and the coordination of global marketing programs. Includes problems faced by the exporter, licensor, joint venture, and multinational firm. The full range of market activities are discussed from a global perspective. Prerequisite: BADM 320.

BADM 394 Senior Research I  
credit: 2 to 4 Hours.  
Research and readings course for students majoring in business administration. May be taken by students in the college honors program in partial fulfillment of the honors requirements. May be repeated in the same or separate terms for unlimited undergraduate hours. Not applicable to graduate or professional hours.

BADM 395 Senior Research II  
credit: 1 to 4 Hours.  
Research and readings course for students majoring in business administration. May be taken by students in the college honors program in partial fulfillment of the honors requirements. Additional fees may apply. See Class Schedule. May be repeated in the same or separate term for unlimited undergraduate hours. Not applicable to graduate or professional hours.

BADM 403 Principles of Business Law  
credit: 4 Hours.  
Contracts, sales, debtor-creditor relations, negotiable instruments, property, business organizations. 4 undergraduate hours. 4 graduate hours.

BADM 420 Advanced Marketing Management  
credit: 3 Hours.  
Integrative study of methods and models for marketing decision-making; emphasizes the application of analytical tools and behavioral and quantitative models to marketing decision-making. Uses lectures, case studies and simulation exercises. 3 undergraduate hours. No graduate credit. Prerequisite: BADM 320.

BADM 436 Intl Business Immersion  
credit: 4 Hours.  
Same as ACE 436. See ACE 436.

BADM 438 Agri-food Strategic Management  
credit: 3 Hours.  
Same as ACE 431. See ACE 431.

BADM 440 Business Applications of GIS  
credit: 3 Hours.  
Same as GEOG 440. See GEOG 440.

BADM 445 Small Business Consulting  
credit: 4 Hours.  
Through guided experience, students identify and offer advice to local small business firms; exposes students, serving as consultants, to the wide variety of problems facing the smaller firm as well as enables them to apply current business methods to real problems. Students work in teams. 4 undergraduate hours. 4 graduate hours. Credit is not given for both BADM 445 and ENG 465.

BADM 446 Entrepreneurship Sm Bus Form  
credit: 4 Hours.  
Studies entrepreneurship for those with a serious interest in owning their own business within five years of graduation; students prepare a comprehensive business plan for starting or acquiring such a business; also studies the problems of an existing small business. 4 undergraduate hours. 4 graduate hours.

BADM 447 Legal Strat for Entrep Firm  
credit: 4 Hours.  
Addresses the legal and managerial strategies important to the emerging firm, with particular focus on defensive legal strategies in the context of entrepreneurship. From the entrepreneur's perspective, examines the law of partnerships, sole proprietorships, corporations, joint ventures, agency, and defensive strategies to thwart takeovers. 4 undergraduate hours. 4 graduate hours.

BADM 449 Business Policy and Strategy  
credit: 3 Hours.  
Analysis of policy formulation and implementation from a company-wide standpoint; emphasis on integration of knowledge and approaches across functional areas; both endogeneous and exogeneous factors which affect company policies; and the role of the firm in society. 3 undergraduate hours. No graduate credit.

BADM 451 E-com Apps & Web-based Systems  
credit: 3 or 4 Hours.  
Provides students with technical skills for building web-based e-commerce applications using the Microsoft.NET framework as well as knowledge of web services. Topics include: ActiveServerPages.NET (ASP.NET), VisualBasic.NET (VB.NET), XML, web services, the Microsoft.NET framework. 3 undergraduate hours. 4 graduate hours. Prerequisite: BADM 350.

BADM 453 Decision Support Systems  
credit: 3 Hours.  
This advanced course examines recent developments in information technology for managerial decision support with an emphasis on Internet-based and mobile information technologies. Real-world cases will be used to discuss the application of these technologies to management information systems. 3 undergraduate hours. No graduate credit.

BADM 454 Enterprise Computing Mgmt  
credit: 3 Hours.  
Aims to prepare students with programming skills for building and managing enterprise applications. Java is used as the language for implementation. C and C++ are also introduced briefly. General principles of computing are emphasized over specific languages. 3 undergraduate hours. No graduate hours. Prerequisite: BADM 350.
BADM 458  IT Governance  credit: 3 or 4 Hours.
Provides students with a core body of knowledge concerning the state of
development, research and business practice of IT governance on topics
such as: managerial issues for the prevention of business frauds and
threats; the key technology for IT governance for users and businesses;
issues concerning integrity control, privacy, ethics, risk management, and
reliability; best practices concerning regulatory compliance requirements;
and enterprise information management issues, policies and practices. 3
undergraduate hours. 4 graduate hours. Prerequisite: BADM 350.

BADM 460  Business Process Modeling  credit: 3 Hours.
Introduces the identification and analysis of various aspects of business
processes. The course defines business processes and provides tools
for designing and analyzing them. Same as TMGT 460. 3 undergraduate
hours. No graduate credit. Prerequisite: BADM 367.

BADM 461  Tech, Eng, & Mgt Final Project  credit: 2 Hours.
Course is the capstone interdisciplinary new product development project
course for the Technology & Management Program. Students work in
cross-functional teams (joint business and engineering teams) to solve
new product development project problems provided by client firms.
Because the client firms differ each year, so do the problems. Same as
TMGT 461. 2 undergraduate hours. No graduate credit. May be repeated
up to 4 hours. Prerequisite: BADM 366, BADM 367, BADM 460.

BUS Class Schedule (https://courses.illinois.edu/schedule/DEFAULT/
DEFAULT/BUS)

Business Courses

BUS 101  Business Prof Responsibility  credit: 2 Hours.
Introduces College of Business freshmen to professional responsibility in
Business. Begins by developing the concept of professional responsibility
within a personal and interperson context. Students will discover the
meaning of professional responsibility in their career and in professional
relationships. Continues by expanding the concept of professional
responsibility to an ethical balance of the profit motive and corporate
responsibility within the global context.

BUS 120  Business Honors Seminar  credit: 2 Hours.
Introduction to business and an overview of the role of the College of
Business and the University of Illinois in providing opportunities for
undergraduates to prepare to become business leaders. Introduction
to the College of Business Honors Program, a leadership program
for approximately 40 incoming freshmen in the College of Business.
Students will begin to work as a team to use leadership in service to all
undergraduates in the College of Business. Approved for both letter and
S/U grading. Prerequisite: Membership in freshman class of College of
Business Honors Program.

BUS 199  Undergraduate Open Seminar  credit: 0 to 5 Hours.
Approved for both letter and S/U grading. May be repeated.

BUS 299  BUS Internship  credit: 0 Hours.
Accommodates students who must be registered for a course at the
University while completing an internship, either because the internship
is unpaid and the company requires registration, or because of visa
requirements. Only internships in the College of Business will be
considered. Approved for S/U grading only.

BUS 301  Principles Prof Responsibility  credit: 3 Hours.
Examines in depth a number of the multi-dimensional attributes required
to advance understanding of professional responsibility in the context
of an ever-changing business environment, focusing on principles for
addressing dilemmas that regularly arise in professional life in the work
of business. Explores connections between academic integrity while
in school and professional responsibility in later work life. Builds on
BUS 101 and provides a breadth and depth of that body of knowledge
that will enable highly successful students in BUS 301 to be considered
for the role of section leaders in BUS 101. Aspiring section leaders in
BUS 101 must have excelled in BUS to be considered for the position.
Prerequisite: BUS 101; by application and interview.

BUS 399  Business Study Abroad  credit: 0 to 18 Hours.
Upon prior written approval of the College of Business’ Office of
Undergraduate Affairs, a student may earn up to 18 credit hours per term
undertaking a study and/or research project in international business
at accredited foreign institutions or approved overseas programs. Final
determination of appropriate credit will be made upon completion of the
work done abroad. While absent from the Urbana-Champaign campus,
the student must continue to pay all fees required by the University of
Illinois to retain continuity of enrollment and to allow the time spent
away from this campus to count toward residency. Approved for both
letter and S/U grading. Maximum of 18 hours per term and 36 hours
total. Prerequisite: One academic year (or one semester in the case
of transfer students) in residence at UIUC, good academic standing,
completion of at least thirty semester hours toward the bachelor’s degree,
and prior approval of course work by the College of Business’ Office of
Undergraduate Affairs. Some programs have additional requirements.