The Department of Business Administration offers five baccalaureate degree majors: Information Systems, Management, Marketing, Operations Management and Supply Chain Management. The five majors require completion of the minimum of twenty-seven credit hours within each major’s content area.

In addition to the Business Administration Majors’ requirements, Business Administration students must also fulfill the Urbana-Champaign campus’s General Education requirements and the Gies College of Business’s Core Courses requirements (for more detail, refer to the Gies College of Business Undergraduate Section).

Double Majors Within the Department of Business Administration

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

Business students may only earn two Business Administration Majors.

Business students may only earn one Business Administration Major Concentration.

The Business Administration Majors:

- Information Systems
- Management: only one concentration will be selected:
  - Entrepreneurship or General Management or International Business
  - Marketing
  - Operations Management
  - Supply Chain Management

Each Business Administration Major requires nine courses. Business 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 possibly two to five additional BADM courses during a business student’s junior and senior years since each Business Administration Major requires unique advanced coursework.

- Information Systems (https://catalog.illinois.edu/undergraduate/business/departments/badm/information-systems-information-technology)
- Management (https://catalog.illinois.edu/undergraduate/business/departments/badm/management)
- Marketing (https://catalog.illinois.edu/undergraduate/business/departments/badm/marketing)
- Operations Management
- Supply Chain Management (https://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. (https://courses.illinois.edu/schedule/terms/BADM/199) May be repeated.

BADM 205 Business Location Decisions credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/205) Same as GEOG 205. See GEOG 205.

BADM 210 Business Analytics I credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/210) An introduction to basic knowledge of statistics, distributions, and linear regressions in a business setting Students will be able to perform and understand the use of basic statistical methods in generating inferences and modeling including hypothesis testing and multivariate regression. The course will introduce the concepts of a data life cycle, data visualization, and data summarization. Students will learn how to identify, describe and frame business opportunities through evidence-based storytelling and hands-on learning using spreadsheets and data visualization tools. Prerequisite: Sophomore standing.

BADM 211 Business Analytics II credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/211) This course builds on the foundation from the Business Analytics I (BADM 210), synthesizes concepts through hands-on application and project-based learning. Focuses on data acquisition, organization, analysis and visualization in a business setting. Expanding on the use of statistics in generating basic inferences to predictive modeling Identify opportunities for improving business decisions using data, conduct relevant analysis of the gathered and cleaned data, and finally, interpret and present analysis outcomes to decision makers. Using statistical tools and software applications to identify business problems, acquire relevant data, and generate analytic solutions using advanced analytics techniques and tools for generating insights. Introduces the students to analyzing, learning, and prediction using advanced analytics techniques and tools for generating business insights. This course will provide a practical introduction to various techniques regarding clustering, text mining, classification and decision trees, and time series analysis. Finally, the course will introduce advanced and emerging topics in predictive analytics. Prerequisite: Sophomore standing; BADM 210.

BADM 261 Technology & Mgmt Seminar credit: 1 Hour. (https://courses.illinois.edu/schedule/terms/BADM/261) 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 275 Fundamentals of Operations Management credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/275) Operations Management is about developing, producing, and delivering goods and services that meet and exceed customer expectations. In this course, students will be introduced to decision making frameworks and techniques for effectively and efficiently managing operations through coordinated efforts across different organizations in a supply chain and across multiple areas within an organization. These multiple areas could be consumer analytics, research and development, finance, engineering, marketing, human resource management, sourcing, information systems, logistics, and accounting.
BADM 300  The Legal Environment of Business credit: 3 Hours. ([https://courses.illinois.edu/schedule/terms/BADM/300](https://courses.illinois.edu/schedule/terms/BADM/300))
Introduction to law and the legal system, litigation, contracts, business organizations, intellectual property, employment law and governmental regulation of business.

BADM 301  Summary of Business Law credit: 3 Hours. ([https://courses.illinois.edu/schedule/terms/BADM/301](https://courses.illinois.edu/schedule/terms/BADM/301))
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. ([https://courses.illinois.edu/schedule/terms/BADM/303](https://courses.illinois.edu/schedule/terms/BADM/303))
Same as ACCY 321, ACE 321, and PS 321. See PS 321.

BADM 310  Mgmt and Organizational Beh credit: 3 Hours. ([https://courses.illinois.edu/schedule/terms/BADM/310](https://courses.illinois.edu/schedule/terms/BADM/310))
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  Leading Individuals and Teams credit: 3 Hours. ([https://courses.illinois.edu/schedule/terms/BADM/311](https://courses.illinois.edu/schedule/terms/BADM/311))
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  Designing and Managing Orgs credit: 3 Hours. ([https://courses.illinois.edu/schedule/terms/BADM/312](https://courses.illinois.edu/schedule/terms/BADM/312))
Understanding of complex organizations; particular attention to ways of dividing work, achieving coordination, and issues connected with change and adaptation. Prerequisite: BADM 310.

BADM 313  Strategic Human Resource Management credit: 3 Hours. ([https://courses.illinois.edu/schedule/terms/BADM/313](https://courses.illinois.edu/schedule/terms/BADM/313))
Studies concepts and methods used by the staff personnel unit in building and maintaining an effective work 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. ([https://courses.illinois.edu/schedule/terms/BADM/314](https://courses.illinois.edu/schedule/terms/BADM/314))
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 solution 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. ([https://courses.illinois.edu/schedule/terms/BADM/320](https://courses.illinois.edu/schedule/terms/BADM/320))
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.

BADM 321  Principles of Retailing credit: 3 Hours. ([https://courses.illinois.edu/schedule/terms/BADM/321](https://courses.illinois.edu/schedule/terms/BADM/321))
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. ([https://courses.illinois.edu/schedule/terms/BADM/322](https://courses.illinois.edu/schedule/terms/BADM/322))
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.

BADM 323  Marketing Communications credit: 3 Hours. ([https://courses.illinois.edu/schedule/terms/BADM/323](https://courses.illinois.edu/schedule/terms/BADM/323))
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. ([https://courses.illinois.edu/schedule/terms/BADM/324](https://courses.illinois.edu/schedule/terms/BADM/324))
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. ([https://courses.illinois.edu/schedule/terms/BADM/325](https://courses.illinois.edu/schedule/terms/BADM/325))
Studies the factors affecting customer 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. ([https://courses.illinois.edu/schedule/terms/BADM/326](https://courses.illinois.edu/schedule/terms/BADM/326))
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. (https://courses.illinois.edu/schedule/terms/BADM/327)
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. (https://courses.illinois.edu/schedule/terms/BADM/328)
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. (https://courses.illinois.edu/schedule/terms/BADM/329)
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 330  Brand Management  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/330)
Brand Management is an advanced Marketing elective that addresses the key issues of brand asset management faced by firms in the 21st century. Class discussions will focus on providing theoretical tools for uncovering and understanding the associations that consumers establish with their brands, for predicting the effects of these associations on brand-related judgments and behaviors, and for devising strategies for building strong brands. Prerequisite: BADM 320.

BADM 331  Making Things  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/331)
Making Things is a hands-on course in which interdisciplinary teams of business, design and engineering students conceptualize, design, prototype, manufacture and market a new product. To create these products, they use 3D design software and hardware. The course is held in the Illinois MakerLab. By participating in this course, students develop teamwork, design, manufacturing and marketing skills. Additional fees may apply. See Class Schedule. Prerequisite: Junior or Senior class standing required.

BADM 332  Sustainable Product Design & Marketing Plans I: Bottom-Up Immersion in Subsistence Marketplaces  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/BADM/332)
Focuses on sustainable product design and enterprise plan development; uses extreme resource constrained contexts, i.e., subsistence marketplaces, to learn about bottom-up immersion and design for any context; virtual immersion in subsistence contexts; emersion of principles for business, design, and engineering; idea generation and evaluation by groups of business, engineering, design and other students; optional international field trips. Prerequisite: Application process. Junior or senior class standing.

BADM 333  Sustainable Product Design & Marketing Plans II: Bottom-Up Enterprise & Marketing Innovation  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/BADM/333)
Focuses on sustainable product design and marketing plan development; uses extreme resource constrained contexts, subsistence marketplaces, to learn about bottom-up enterprise and innovation for any context; project based course focusing on systematic approach for designing sustainable products and developing enterprise plans; covers concept generation and evaluation, detailed design, cost modeling, market-testing & prototyping, product innovation, and sustainable enterprise plan development for subsistence marketplaces or upward innovation for advanced economies. Prerequisite: BADM 332 or instructor approval. Junior or senior class standing.

BADM 334  Sustainable Marketing Enterprises  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/334)
Understanding of the relationship between sustainable marketing/ business practices, societal welfare and ecological systems; topics covered including sustainability in the areas of consumption and consumer behavior, product design, marketing research, value chains and communications; project to apply marketing and business concepts toward a business plan for organizations that captures economic, environmental and social sustainability. Prerequisite: Junior or Senior Class Standing.

BADM 335  Supply Chain Management Basics  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/335)
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.

BADM 336  Modeling the Supply Chain  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/336)
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. (https://courses.illinois.edu/schedule/terms/BADM/337)
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 338  Global Supply Chain Management  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/338)
Due to intense global competition, companies increasingly realize the importance of global supply chain management, as they have become more involved with their cross-border suppliers and customers in order to meet customer expectations in a global marketplace. This course in 'global supply chain management' focuses on specialized topics arising in the context of procurement, operations, transportation, finance, and governance of relationships of multiple international buyer and supplier organizations.
BADM 340 Ethical Dilemmas of Business credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/340)
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. (https://courses.illinois.edu/schedule/terms/BADM/350)
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. (https://courses.illinois.edu/schedule/terms/BADM/351)
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. (https://courses.illinois.edu/schedule/terms/BADM/352)
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.

BADM 353 Info Sys Analysis and Design credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/353)
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. Prerequisite: BADM 350.

BADM 354 Mgmt of Data Communications credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/354)
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. (https://courses.illinois.edu/schedule/terms/BADM/355)
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 356 Data Science and Analytics credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/356)
In this course, you will learn not only data analytic techniques but also the managerial implications of competing with analytics. You will understand the managerial challenges of using data analytics to develop a strategic advantage through readings and case studies. You will learn techniques such as statistical inference, linear modeling, sentiment analytics, and data mining through hands-on exercises in R. R is an open source language that has grown in importance and usage in corporations. Finally, you will be able to present and interpret data through an understanding of data visualization techniques.

BADM 357 Digital Making Seminar credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/357)
The third industrial revolution is upon us, and you have the ability to create functional products on your desktop, by using some inexpensive and accessible tools. This course will help you get trained on many of these tools and technologies, you will also experiment and make these objects. We will explore 3D scanning, modeling and printing to rapidly prototype products. We will experiment with open hardware, micro-controllers such as Arduinos, to explore the concept of the internet of things. We will also have guest lectures in design thinking, digital making and some stories from passionate makers from the community and beyond. Business students encouraged to apply, but all majors and all years welcome. Additional fees may apply. See Class Schedule.

BADM 358 Business Problem Formulation and Solution credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/359)
This course prepares students to critically formulate and solve a range of real-world problems faced by business organizations. Addressing business problems is central to the professional services offered by management consultants across many fields (e.g., strategy, technology, market analysis, operations, supply chain, organization). The course employs a unique classroom model that combines faculty expertise with executive experience from the consulting industry, which allows students to benefit from hands-on experiential learning about business problems. Approved for Letter and S/U grading. Prerequisite: Sophomore or Junior standing required.

BADM 365 New Product Marketing credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/365)
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. (https://courses.illinois.edu/schedule/terms/BADM/366)
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. (https://courses.illinois.edu/schedule/terms/BADM/367)
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. (https://courses.illinois.edu/schedule/terms/BADM/374)
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 or BADM 210.

BADM 375  Operations Management  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/375)
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 & Dynm  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BADM/376)
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. (https://courses.illinois.edu/schedule/terms/BADM/377)
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. (https://courses.illinois.edu/schedule/terms/BADM/378)
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. (https://courses.illinois.edu/schedule/terms/BADM/379)
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. (https://courses.illinois.edu/schedule/terms/BADM/380)
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. (https://courses.illinois.edu/schedule/terms/BADM/381)
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. (https://courses.illinois.edu/schedule/terms/BADM/382)
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 384  Entrepreneurship: New Venture Creation  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/BADM/384)
Focuses on the opportunities, risks, and management problems involved in establishing and operating new ventures. Covers the steps included in starting a new venture, such as evaluating the opportunity, determining financial and operational requirements and resources, and deciding on the structure of the organization. Includes management issues faced by individual entrepreneurs. 4 undergraduate hours. 4 graduate hours.
BADM 447  Legal Issues in Entrepreneurship  credit: 4 Hours. ([courses.illinois.edu/schedule/terms/BADM/447](https://courses.illinois.edu/schedule/terms/BADM/447))
Addresses legal issues that entrepreneurs will deal with such as leaving your present employer, the right legal structure to adopt; sole proprietorship, partnership, LLC or corporation, implementing the new structure, protecting IP assets, financing the new business, running the new business, including contracts, sales, agency and employment law issues. Exit strategies for the business are also explored. 4 undergraduate hours. 4 graduate hours.

BADM 449  Business Policy and Strategy  credit: 3 Hours. ([courses.illinois.edu/schedule/terms/BADM/449](https://courses.illinois.edu/schedule/terms/BADM/449))
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. ([courses.illinois.edu/schedule/terms/BADM/451](https://courses.illinois.edu/schedule/terms/BADM/451))
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  Business Intelligence  credit: 3 Hours. ([courses.illinois.edu/schedule/terms/BADM/453](https://courses.illinois.edu/schedule/terms/BADM/453))
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. ([courses.illinois.edu/schedule/terms/BADM/454](https://courses.illinois.edu/schedule/terms/BADM/454))
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 credit. Prerequisite: BADM 350.

BADM 458  IT Governance  credit: 3 or 4 Hours. ([courses.illinois.edu/schedule/terms/BADM/458](https://courses.illinois.edu/schedule/terms/BADM/458))
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. ([courses.illinois.edu/schedule/terms/BADM/460](https://courses.illinois.edu/schedule/terms/BADM/460))
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. ([courses.illinois.edu/schedule/terms/BADM/461](https://courses.illinois.edu/schedule/terms/BADM/461))
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 ([courses.illinois.edu/schedule/DEFAULT/BUS](https://courses.illinois.edu/schedule/DEFAULT/BUS))

**Business Courses**

BUS 101  Professional Responsibility and Business  credit: 3 Hours. ([courses.illinois.edu/schedule/terms/BUS/101](https://courses.illinois.edu/schedule/terms/BUS/101))
Introduces business students to professional responsibility. Develops the concept of professional responsibility within a personal and interpersonal context. Continues by expanding the concept to encompass the firm and explore the global corporate context. Introduces business majors and career paths and provides an understanding of ethical decision-making. Encourages the development of a professional identity and skills, preparing students to represent the College and the University with integrity and confidence in their careers. Prerequisite: First Semester Freshman, Intercollegiate and Off-Campus Transfer Students.

BUS 120  Business Honors Seminar  credit: 2 Hours. ([courses.illinois.edu/schedule/terms/BUS/120](https://courses.illinois.edu/schedule/terms/BUS/120))
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. ([courses.illinois.edu/schedule/terms/BUS/199](https://courses.illinois.edu/schedule/terms/BUS/199))
Approved for both letter and S/U grading. May be repeated.

BUS 201  Business Dynamics  credit: 3 Hours. ([courses.illinois.edu/schedule/terms/BUS/201](https://courses.illinois.edu/schedule/terms/BUS/201))
Introduces College of Business sophomores to the primary functional areas of business and how each functional area relates to comprise a business system. Students will engage in a dynamic simulation to develop an understanding of the interdependencies between the functional areas. The course will also highlight and continue to develop the teamwork and leadership skills required of successful managers. Prerequisite: Sophomore standing; BUS 101.

BUS 299  BUS Internship  credit: 0 Hours. ([courses.illinois.edu/schedule/terms/BUS/299](https://courses.illinois.edu/schedule/terms/BUS/299))
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.

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Information listed in this catalog is current as of 04/2019
BUS 302  Principles Prof Responsibility  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/BUS/302)
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 302 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. (https://courses.illinois.edu/schedule/terms/BUS/399)
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.