BACHELOR OF BUSINESS ADMINISTRATION

The Bachelor of Business Administration (B.B.A.) degree offers general management preparation with an opportunity for specialization in a specific field of business. It represents a careful balance of structure and choice, with flexibility that allows students to tailor their programs to reflect the individual career goals they have selected. While each student takes the same basic business core classes, many of the general education courses and courses in the field of concentration are individually selected to suit each student.

Changes to degree requirements
The Bachelor of Business Administration curriculum was revised for all B.B.A. students entering the University in fall 2014 and beyond. Students who entered prior to fall 2014 will continue with the curriculum for the academic year in which they entered. This degree requires a minor outside of the School of Business. In addition, the B.B.A. curriculum includes general education and pre-business courses, business core courses, business concentration courses, and electives. The B.B.A. degree program integrates the University's emphasis on interdisciplinary study.

REQUIREMENTS

The Bachelor of Business Administration curriculum has been revised for all students entering the University in fall 2014 or after (see below). Students who entered prior to fall 2014 will continue with the curriculum for the academic year in which they entered.

<table>
<thead>
<tr>
<th>General education and pre-business</th>
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<tbody>
<tr>
<td>UW 1020</td>
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<tr>
<td>BADM 1004</td>
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<tr>
<td>ECON 1011 &amp; ECON 1012</td>
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<td>STAT 1051</td>
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<td>or STAT 1053</td>
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<td>or STAT 1111</td>
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<td>or APSC 3115</td>
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<td>STAT 2112</td>
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<td>or STAT 2118</td>
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One humanities course*

Two science courses*

A sequence of two math courses from the following:

MATH 1051 & MATH 1252  Finite Mathematics for the Social and Management Sciences and Calculus for the Social and Management Sciences

Or

MATH 1231 & MATH 1232  Single-Variable Calculus I and Single-Variable Calculus II

Business core

| BADM 1001          | First Year Development Course I |
| BADM 1002          | First Year Development Course II |
| ACCY 2001          | Intro Financial Accounting |
| ACCY 2002          | Introductory Managerial Accounting |
| BADM 2001W         | Markets and Politics |
| BADM 2301          | Management Information Systems Technology |
| or BADM 2301W      | Mgt Information Systems Tech |
| BADM 3001          | Career Management Strategy |
| BADM 3103          | Human Capital in Organizations |
| BADM 3401          | Basic Marketing Management |
| or BADM 3401W      | Basic Marketing Management |
| BADM 3501          | Financial Management and Markets |
| BADM 3601          | Operations Management |
| BADM 4101          | Business Law and Ethics |
| BADM 4801          | Strategy Formulation and Implementation |

*A list of approved courses can be found on the General Education Requirement page (http://bulletin.gwu.edu/university-regulations/general-education).

Business concentration courses

A business concentration is required for all Bachelor of Business Administration students. Students select a field of concentration from among accountancy; business analytics; business economics and public policy; innovation and entrepreneurship; finance; information systems and technology management; international business; marketing; sport, event, and hospitality management; or, with faculty approval, may structure an individualized field of concentration reflecting a specific interest in management. The concentration consists of five field courses plus an international focus field course.
designated by the department. The concentration must be selected no later than the second semester of the sophomore year; students should contact the advising center to declare a concentration. Students may declare two concentrations, but they should note that this may increase the number of credits required to complete the B.B.A. In all cases, students must consult the academic advisor for an appropriate international focus field course. Concentration requirements are available at the School of Business website (http://business.gwu.edu/ugrad) or at the Undergraduate Advising Center (http://business.gwu.edu/ugrad/advising-center).

A B.B.A. student with a minimum GPA of 3.2 and a specific interest in an area of management not reflected by the standard B.B.A. concentrations may design and seek approval for an individualized concentration drawing upon courses across the University. Such a concentration consists of five field courses and one international focus field course selected with the guidance of faculty with expertise in the area of interest. All individualized concentration proposals must be submitted by the end of the junior year and must be approved in advance by the individualized concentration faculty review committee. Interested students should discuss their idea with the GWSB advisor who oversees individualized fields in the GWSB Advising Center (http://business.gwu.edu/ugrad/advising-center).

• accountancy (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/accountancy)
• business analytics (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/business-analytics)
• business economics and public policy (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/business-economics-public-policy)
• innovation and entrepreneurship (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/innovation-entrepreneurship)
• finance (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/finance)
• information systems (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/information-systems)
• international business (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/international-business)
• marketing (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/marketing)
• sport, event, and hospitality management (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/sport-event-hospitality-management)
• individualized field of concentration

COURSES

Explanation of Course Numbers

• Courses in the 1000s are primarily introductory undergraduate courses
• Those in the 2000-4000s are upper-division undergraduate courses that can also be taken for graduate credit with permission and additional work
• Those in the 6000s and 8000s are for master's, doctoral, and professional-level students
• The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

BADM 1001. First Year Development Course I. 1 Credit.
Required of all first-year students in School of Business. This course is designed to enhance students’ education and begin preparation for business careers. The course meets periodically during the semester. Course fee. Restricted to students in the first year of enrollment in School of Business.

BADM 1002. First Year Development Course II. 1 Credit.
Continuation of BADM 1001. Required of all first-year students in School of Business. This course is designed to enhance students’ education and begin preparation for business careers. The course meets periodically during the semester. Course fee. Restricted to students in the first year of enrollment in School of Business.
BADM 1003. Transfer Student Development. 1 Credit.

BADM 1004. The Age of Globalization. 3 Credits.
A multidisciplinary foundation for all School of Business freshmen in assessing the geopolitical and political economy landscape of various regions and critical issues, viewing the world through a global lens while analyzing newsworthy current events and understanding their implications within their geographic, historic, political, economic, social, and cultural context. The central theme of this course is globalization of people, markets, and firms. The course coordinates with the newspaper reading requirement of the first-year development program.

BADM 1101. Organizational Behavior. 3 Credits.
Introduction to concepts of psychology and the social dynamics that characterize organizations. Decision making, motivation, attitudes, teamwork, power, and leadership. An experiential laboratory component uses case discussions and exercises to illustrate applications of theory and concepts. Restricted to School of Business freshmen.

BADM 1900. Special Topics. 1-3 Credits.

BADM 2001. Markets and Politics. 3 Credits.
Economic and political resource allocation; social and political influences on business organizations; contemporary problems and issues.

BADM 2001W. Markets and Politics. 3 Credits.
Economic and political resource allocation; social and political influences on business organizations; contemporary problems and issues.

BADM 2003W. Analysis of Business Issues. 3 Credits.
Restricted to School of Business students in their sophomore year. Introduction to common language and analytic techniques. Business concepts and information resources are introduced through case analysis focusing on written and verbal communication and critical thinking skills.

BADM 2101. Management, Organizations, and Society. 1.5 Credit.
A history of management thought and an introduction to the role of the manager and the management process in the context of organizations and society.

BADM 2201. International Financial Environment. 1.5 Credit.
Assessment of international economic and financial environments as they affect international corporate activity. Conceptual issues and current developments in the international financial environment, including an overview of international economic systems, international financial systems, and global financial markets. Prerequisite: ECON 1012.

BADM 2301. Management Information Systems Technology. 3 Credits.
An introduction to data and information processing concepts and systems viewed from a contemporary management perspective. Emphasis on uses and applications as well as emerging managerial issues with the potential to reshape the form and function of information systems. Lab required. Prerequisite: basic knowledge of Microsoft Word, Excel, and PowerPoint.

BADM 2301W. Mgt Information Systems Tech. 3 Credits.
An introduction to data and information processing concepts and systems viewed from a contemporary management perspective. Emphasis on uses and applications as well as emerging managerial issues with the potential to reshape the form and function of information systems. Lab required. Prerequisite: basic knowledge of Microsoft Word, Excel, and PowerPoint.

BADM 3001. Career Management Strategy. 1 Credit.
Restricted to School of Business students in their junior year. The career development process, including job search strategies and formulation of a career management plan, with practice in producing a resume and interviewing for a position.

BADM 3101. Human Resource Management. 3 Credits.
Global and strategic implications of human capital policies and practices, including human resource planning, recruitment, selection, training, development, compensation, and collective bargaining. Prerequisite: BADM 1101 or PSYC 1001.

BADM 3102. Business and Government Relations. 3 Credits.
Economic and legal environment of business enterprise; social and political influences; contemporary problems and issues.

BADM 3102W. Business/Government Relations. 3 Credits.

BADM 3103. Human Capital in Organizations. 3 Credits.
An introduction and integration of concepts drawn from human resource management and organizational behavior. Application of these concepts to individual, group/team, and organizational scenarios through experiential exercises, cases, and projects. Development of skills in analyzing and evaluating human capital problems and determining appropriate solutions.

BADM 3401. Basic Marketing Management. 3 Credits.
Consumer and organizational buying behavior. Strategic marketing processes (market research, segmentation, targeting, positioning, and relationship-building). Product development and brand management, valuation and pricing, channel and logistics management, integrated marketing communications, e-commerce. Prerequisite: ECON 1012 or HONR 2044.
BADM 3401W. Basic Marketing Management. 3 Credits.
Consumer and organizational buying behavior. Strategic marketing processes (market research, segmentation, targeting, positioning, and relationship-building). Product development and brand management, valuation and pricing, channel and logistics management, integrated marketing communications, e-commerce. Prerequisites: ECON 1012 or HONR 2044.

BADM 3501. Financial Management and Markets. 3 Credits.
Introduction to financial markets, investment analysis, and financial management. Financial analysis, risk management, working capital management, capital budgeting, financial structure, cost of capital, and dividend policy. Prerequisites: ACCY 2001; ECON 1012 or HONR 2044; MATH 1221 or MATH 1231 or MATH 1252; STAT 1051, STAT 1053, or STAT 1111.

BADM 3601. Operations Management. 3 Credits.
Production planning concepts and analytical tools. Designing and managing production processes: facilities, equipment, process control systems. Design issues, demand forecasting, material planning, acquisition techniques. Managing the factory floor: scheduling, total quality management, continuous improvement concepts and methods. Prerequisite: STAT 1051, STAT 1053, or STAT 1111.


BADM 4101. Business Law and Ethics. 3 Credits.
Overview of the American legal system and related ethical issues with reference to business law and the Universal Commercial Code. Key legal concepts such as contracts and torts. The role of courts: regulation, litigation, and constitution issues.

BADM 4801. Strategy Formulation and Implementation. 3 Credits.
An integrative capstone course to develop skills in diagnosing organizational problems, formulating and selecting strategic alternatives, and recognizing problems inherent in strategy implementation. Restricted to seniors in the B.B.A., B.Accy., and SEAS business concentration programs.

BADM 4900. Special Topics. 0-3 Credits.
Experimental offering; new course topics and teaching methods.

BADM 4900W. Special Topics. 0-3 Credits.
Experimental offering; new course topics and teaching methods.

BADM 4950. Internship. 0 Credits.
School of Business undergraduates may register for this course when they wish to have an internship recorded on the transcript. The supervisor must verify that the internship has been completed for a minimum of six hours per week. An administrative fee is charged. May be repeated each semester if desired.

BADM 4995. Independent Study. 1-6 Credits.
Assigned topics with interdisciplinary focus. Admission by prior permission of advisor. May be repeated once for credit but in a separate semester.