

# BUSINESS ADMINISTRATION (BADM)

## Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 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.**

Required for all transfer students entering the School of Business. Provides information on University and School resources to assist with the student's transition. Helps students develop career-based knowledge; begin preparation for business careers; and learn the importance of civility and integrity in business discourse. Students perform service within the District of Columbia in order to apply business concepts and entrepreneurship skills. Restricted to GW School of Business students.

### **BADM 1004. The Age of Globalization. 3 Credits.**

A multidisciplinary foundation in the globalization of people, markets, and firms. Required for all School of Business students.

### **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. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement.

### **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. 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. Prerequisites: 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: 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; and STAT 1051 or STAT 1053 or STAT 1111 or APSC 3115.

**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, STAT 1111 or APSC 3115.

**BADM 4101. Business Law and Ethics. 3 Credits.**

An introduction to practical reasoning at the intersection of business and society. Emphasis on application of ethics frameworks and core principles of business law to problems of individual, organizational, and social responsibility in business.

**BADM 4101W. Business Law and Ethics. 3 Credits.**

An introduction to practical reasoning at the intersection of business and society. Emphasis on application of ethics frameworks and core principles of business law to problems of individual, organizational, and social responsibility in business. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement.

**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.