

# BUSINESS ADMINISTRATION (BADM)

## Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-level undergraduate courses that can also be taken for graduate credit with permission and additional work assigned
- 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. Business Leader Foundations I. 1 Credit.**

Introduces first-year students to leadership self-assessment and vision-setting. Topics include personal identity and strengths exploration, setting the foundation for a career in business, and resources for academic success. Must be taken at GW. Restricted to first-year students in the School of Business.

### **BADM 1002. Business Leader Foundations II. 1 Credit.**

Delves deeper into self-assessment and vision-setting with conversations about business communications and inclusive leadership. Introduces business case analysis and an experiential case analysis challenge. Must be taken at GW. Restricted to first-year students in the School of Business. Prerequisites: BADM 1001.

### **BADM 1003. Business Leader Foundations for Transfer Students. 1 Credit.**

Prepares transfer students for future business careers and includes leadership self-assessment and vision-setting, personal identity and strengths exploration, resources at GW, and developing career-based knowledge. Must be taken at GW. Restricted to transfer students in the School of Business.

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

Overview of global flows of people, goods, services, knowledge and capital, and the institutions that enable global flows. Focus on the ramifications of political, economic, and technological developments on the global business environment.

### **BADM 1099. Variable Topics. 1-36 Credits.**

### **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, and contemporary problems and issues. Prerequisites: ECON 1011 and ECON 1012.

### **BADM 2001W. Markets and Politics. 3 Credits.**

Economic and political resource allocation, social and political influences on business organizations, and contemporary problems and issues. Restricted to students in the School of Business. Prerequisites: ECON 1011 and ECON 1012. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement. Same As: BADM 2001.

### **BADM 2099. Variable Topics. 1-36 Credits.**

### **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. Prerequisites: Basic knowledge of Microsoft Word, Excel, and PowerPoint.

### **BADM 3001. Business Leader Career Strategy. 1 Credit.**

Continuation of the Business Leader Development program curriculum. Focus on career preparation for business students, including defining career paths, job search strategies, and networking skills. Must be taken at GW. Prerequisites: BADM 1001 and BADM 1002; or BADM 1003.

### **BADM 3099. Variable Topics. 1-36 Credits.**

### **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 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. Contemporary Marketing Management. 3 Credits.**

Consumer and organization buying behavior. Strategic marketing processes. Product development, brand management, valuation and pricing, channel/logistics management, integrated marketing communications, and e-commerce.

### **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: ECON 1012 or HONR 2044; MATH 1221 or MATH 1231 or MATH 1252; and APSC 3115 or DNSC 1001 or STAT 1051 or 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. Prerequisites: STAT 1051, STAT 1053, STAT 1111 or APSC 3115 or DNSC 1001.

**BADM 4001. Business Leader Launch. 1 Credit.**

Completion of the Business Leader Development Program with an experiential learning opportunity, such as an approved internship, undergraduate research, student leadership, or community service. Must be taken at GW. Departmental approval is required. Restricted to GWSB students admitted for fall 2020 and later. Prerequisites: BADM 1001 and BADM 1002; or BADM 1003. Recommended background: prior completion of BADM 3001.

**BADM 4101. Business Ethics and the Legal Environment. 3 Credits.**

Introduction to practical reasoning at the intersection of business and society. Focus on application of ethics frameworks and key dimensions of the legal environment to problems of individual, organizational, and social responsibility in business. Restricted to juniors and seniors.

**BADM 4101W. Business Ethics and the Legal Environment. 3 Credits.**

Introduction to practical reasoning at the intersection of business and society. Application of ethics frameworks and key dimensions of the legal environment to problems of individual, organizational, and social responsibility in business. Restricted to juniors and seniors in the School of 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.**

Integrative capstone course designed to develop skills in diagnosing organizational problems, formulating and selecting strategic alternatives, and recognizing problems inherent in strategy implementation. Recommended for juniors and seniors. Prerequisites: ACCY 2001 and BADM 3501; and one of the following: BADM 3103, BADM 3401, BADM 3401W, BADM 4101, or IBUS 3001.

**BADM 4900. Special Topics. 3 Credits.**

Experimental offering; new course topics and teaching methods.

**BADM 4900W. Special Topics. 3 Credits.**

Experimental offering; new course topics and teaching methods. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement.

**BADM 4950. Internship. 0 Credits.**

Registration in this course is used to record an internship on the transcript. The internship supervisor must verify that the student has completed at least six hours of work per week. May be repeated each semester. Restricted to undergraduate students in the School of Business.

**BADM 4995. Independent Study. 1-4 Credits.**

Students undertake research in an area of particular interest under the direction of a GWSB faculty member. May be repeated for credit. Faculty and department chair approval are required to enroll.

**BADM 5099. Variable Topics. 1-99 Credits.**