BUSINESS ADMINISTRATION

The following areas of knowledge are central to the undergraduate degree in business administration:

- knowledge of core business concepts that provides students with a comprehensive understanding of the basic functional areas of the discipline
- knowledge in one or more of the four areas of emphasis, in which students are exposed to in-depth study that provides them with the tools necessary to solve complex business problems
- awareness of the interrelations between academic theory and practice in order for students to be fully equipped to make effective decisions
- strong verbal and written communication skills, proficiency in business computer applications and knowledge of international business environments
- knowledge of mathematics sufficient to facilitate the application of quantitative principles
- awareness of the importance of academic fields in the area of arts and sciences, with special emphasis placed on the study of economics, political science and other related fields

In addition, students completing a degree in business administration are expected to acquire:

- the ability to apply basic business principles to solve problems in new and recurring situations,
- the ability to conceptualize and analyze decision-making situations to facilitate solutions in an effective and timely manner, and
- the ability to effectively communicate the results of problem-solving situations, both verbally and in writing.

Having acquired these skills and knowledge, students are able to conceptualize and analyze the concept of business and problem solving as a system. They have the ability to present solutions to business problems in an understandable and useful form. Their education provides them with excellent working knowledge, not only in the field of business, but also in related academic disciplines.

The Leeds School of Business holds accreditation by the Association to Advance Collegiate Schools of Business (AACSB-International).

Advising and Records

Undergraduate business students receive academic counseling from a staff of professional advisors in the Office of Undergraduate Student Services. During the semester, advisors are available in KOBL S220, Monday–Friday, 8 a.m.–5 p.m., by appointment.

Students are expected to assume responsibility for planning their program in accordance with college rules and policies. Students are encouraged to discuss the various emphases available as well as career opportunities with the faculty of the college.

Bachelor’s Degree

- Business Administration - Bachelor of Science (BS) (catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/business-administration-bachelor-science-bs)

Minor

- Business - Minor (catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/business-minor)

Certificates

- Entrepreneurial Studies - Certificate (catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/entrepreneurial-studies-certificate)
- Operations and Information Management - Certificate (catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/operations-information-management-certificate)
- Quantitative Finance - Certificate (catalog.colorado.edu/undergraduate/colleges-schools/arts-sciences/programs-study/actuarial-studies-quantitative-finance/actuarial-studies-quantitative-finance-certificate)
- Real Estate - Certificate (catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/real-estate-certificate)
- Socially Responsible Enterprise - Certificate (catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/socially-responsible-enterprise-certificate)

Faculty

While many faculty teach both undergraduate and graduate students, some instruct students at the undergraduate level only. For more information, contact the faculty member’s home department.

Adams, Heather L (https://experts.colorado.edu/display/fisid_143714) Instructor; PhD, University of Maryland College Park Campus

Appenzeller, William Professor Emeritus, Professor Emeritus

Balkin, David B (https://experts.colorado.edu/display/fisid_105481) Professor; PhD, University of Minnesota Twin Cities

Ballantine, John T (https://experts.colorado.edu/display/fisid_102703) Senior Instructor; JD, University of Colorado Boulder

Bangs, F. Kendrick Professor Emeritus, Professor Emeritus

Beagle, Chauncey M. Professor Emeritus, Professor Emeritus

Bernthal, Wilmar F. Professor Emeritus, Professor Emeritus

Bhagat, Sanjai (https://experts.colorado.edu/display/fisid_100789) Professor; PhD, University of Washington

Borum, John Owen (https://experts.colorado.edu/display/fisid_147714) Instructor; JD, University of Colorado Boulder

Boss, Russel Wayne (https://experts.colorado.edu/display/fisid_105260) Professor; PhD, University of Georgia
Buchman, Thomas A.
Professor Emeritus; PhD, University of Illinois; PhD, University of Illinois

Campbell, Margaret Catherine (https://experts.colorado.edu/display/fisid_118141)
Professor; PhD, Stanford University

Cateora, Phillip R.
Professor Emeritus, Professor Emeritus

Chen, Zeyun (https://experts.colorado.edu/display/fisid_147332)
Assistant Professor; PhD, University of Houston-Downtown

Christoff, Lorna Colleen (https://experts.colorado.edu/display/fisid_146614)
Instructor

Cookson, John Anthony (https://experts.colorado.edu/display/fisid_152874)
Assistant Professor; PhD, University of Chicago

Correll, Mark R.
Professor Emeritus

Cropanzano, Russell Salvador (https://experts.colorado.edu/display/fisid_151710)
Professor; PhD, Northwestern University

Dam, Robert Anthony (https://experts.colorado.edu/display/fisid_155860)
Assistant Professor; PhD, Northwestern University

Darnell, Jerome C.
Professor Emeritus

Davies, Shaun William (https://experts.colorado.edu/display/fisid_152995)
Assistant Professor; PhD, University of California-Los Angeles

de Langhe, Bart (https://experts.colorado.edu/display/fisid_149819)
Assistant Professor; PhD, Erasmus University (Netherlands)

Delgado, Francisco Antenor (https://experts.colorado.edu/display/fisid_109275)
Senior Instructor; PhD, University of Pennsylvania

Demaree, John D.
Professor Emeritus

Donchez, Robert M (https://experts.colorado.edu/display/fisid_101267)
Senior Instructor; MBA, Fordham University

Engel, Steven
Professor Emeritus

Ertimur, Yonca (https://experts.colorado.edu/display/fisid_151585)
Associate Professor; Professor; PhD, New York University

Fernbach, Philip M (https://experts.colorado.edu/display/fisid_149786)
Assistant Professor; PhD, Brown University

Frederick, David M (https://experts.colorado.edu/display/fisid_101543)
Associate Professor; PhD, University of Michigan Ann Arbor

Garcia, Diego (https://experts.colorado.edu/display/fisid_156036)
Professor; PhD, University of California-Berkeley

Garnand, John J.
Professor Emeritus

Glover, Fred W.
Professor Emeritus

Goeldner, Charles R.
Professor Emeritus

Gordon, Kenneth R.
Professor Emeritus

Gross, David Michael (https://experts.colorado.edu/display/fisid_109026)
Senior Instructor; PhD, University of Colorado Boulder

Gwozdz, Ronald Scott (https://experts.colorado.edu/display/fisid_144830)
Instructor; MBA, University of Colorado Boulder

He, Chuan (https://experts.colorado.edu/display/fisid_124857)
Associate Professor; PhD, Washington University

Hekman, David R (https://experts.colorado.edu/display/fisid_151359)
Assistant Professor, Associate Professor; PhD, University of Washington

Jackson, Betty R.
Professor Emeritus

Jagolinzer, Alan David (https://experts.colorado.edu/display/fisid_148591)
Associate Professor; PhD, Pennsylvania State University

Jedamus, Paul E.
Professor Emeritus

Jennings, Tracy M (https://experts.colorado.edu/display/fisid_128765)
Senior Instructor; Instructor

Jensen, Howard G.
Professor Emeritus

Johnson, Stefanie Kathleen (https://experts.colorado.edu/display/fisid_153813)
Assistant Professor; PhD, Rice University

Kline, Bruce Richard (https://experts.colorado.edu/display/fisid_146513)
Senior Instructor; MA, Northwestern University

Koberg, Christine S.
Professor Emeritus

Kolb, Burton A.
Professor Emeritus

Kornish, Laura Joyce (https://experts.colorado.edu/display/fisid_139966)
Associate Professor; PhD, Stanford University

Kozar, Kenneth A.
Professor Emeritus; PhD, University of Minnesota; PhD, University of Minnesota

Laguna, Manuel (https://experts.colorado.edu/display/fisid_102975)
Professor; PhD, University of Texas at Austin

Larsen, Kai Rune (https://experts.colorado.edu/display/fisid_118160)
Associate Professor; PhD, SUNY at Albany
Lawrence, Stephen R. (https://experts.colorado.edu/display/fisid_102032)
Associate Professor; PhD, Carnegie Mellon University

Lazar, Joseph
Professor Emeritus

Leach, Chris (https://experts.colorado.edu/display/fisid_105152)
Professor; PhD, Cornell University

Lee, Jintae (https://experts.colorado.edu/display/fisid_115390)
Associate Professor; PhD, Massachusetts Institute of Technology

Lewis, Barry L.
Professor Emeritus

Lewis, Mary Beth (https://experts.colorado.edu/display/fisid_153829)
Senior Instructor; MBA, University of Pittsburgh Bradford Campus

Lichtenstein, Donald (https://experts.colorado.edu/display/fisid_101701)
Professor; PhD, University of South Carolina - Columbia

Lymberopoulos, John P.
Professor Emeritus

Lynch, John G. (https://experts.colorado.edu/display/fisid_147448)
Professor; PhD, University of Illinois at Chicago

Macfee, Raymond D. Jr
Professor Emeritus

Marshall, Nathan Thomas (https://experts.colorado.edu/display/fisid_156034)
Assistant Professor; PhD, Indiana University Bloomington

Matusik, Sharon Marie Frances (https://experts.colorado.edu/display/fisid_133564)
Professor; PhD, University of Washington

McGraw, Albert Peter (https://experts.colorado.edu/display/fisid_133262)
Associate Professor; PhD, Ohio State University

McMahon, Kevin Christopher (https://experts.colorado.edu/display/fisid_143892)
Senior Instructor; MBA, Indiana University-Purdue Univ at Indianapolis

McNown, Robert F. (https://experts.colorado.edu/display/fisid_105915)
Professor; PhD, University of California-San Diego

Meyer, G. Dale
Professor Emeritus

Milburn, Catherine Knoll (https://experts.colorado.edu/display/fisid_142214)
Senior Instructor; MS, University of Colorado Boulder

Mohr, Peter J (https://experts.colorado.edu/display/fisid_155498)
Senior Instructor; MS, Colorado State University

Montealegre, Jose Ramiro (https://experts.colorado.edu/display/fisid_100072)
Associate Professor; DBA, Harvard University

Morley, Susan (https://experts.colorado.edu/display/fisid_116716)
Senior Instructor; JD, University of Colorado Boulder

Morrison, Edward J.
Professor Emeritus, Professor Emeritus

Moyen, Nathalie (https://experts.colorado.edu/display/fisid_113873)
Associate Professor; PhD, Univ of British Columbia (Canada)

Mueller, Erick Michael (https://experts.colorado.edu/display/fisid_140940)
Senior Instructor; MBA, University of Colorado Boulder

Nelson, James E.
Professor Emeritus

Nelson, Thomas Cavett (https://experts.colorado.edu/display/fisid_116011)
Senior Instructor; PhD, University of Colorado Boulder

Oest, Donald G (https://experts.colorado.edu/display/fisid_146623)
Instructor; MBA, Fairleigh Dickinson University

Palmer, Michael
Professor Emeritus

Papuzza, Antonio (https://experts.colorado.edu/display/fisid_145295)
Instructor; PhD, Univ of Florence (Italy)

Parkin, Don
Professor Emeritus

Payne, David Sanders (https://experts.colorado.edu/display/fisid_143848)
Instructor

Reinholtz, Nicholas S (https://experts.colorado.edu/display/fisid_155180)
Assistant Professor; PhD, Columbia University In the City of New York

Reuer, Jeffrey J (https://experts.colorado.edu/display/fisid_155768)
Professor; PhD, Purdue University

Reznicek, Birdie C (https://experts.colorado.edu/display/fisid_149091)
Instructor

Richey, Clyde W.
Professor Emeritus

Ringgenberg, Ralph G.
Professor Emeritus

Rock, Steven Karl (https://experts.colorado.edu/display/fisid_113689)
Associate Professor; PhD, Pennsylvania State University

Rogers, Jonathan L (https://experts.colorado.edu/display/fisid_153009)
Associate Professor; PhD, University of Pennsylvania

Rosse, Joseph G (https://experts.colorado.edu/display/fisid_105706)
Professor; PhD, University of Illinois at Urbana-Champaign

Rush, David F.
Professor Emeritus

Schattke, Rudolph
Professor Emeritus

Schaub, Kevin D. (https://experts.colorado.edu/display/fisid_144142)
Instructor; MBA, University of Colorado Boulder
Sears, Curtis R (https://experts.colorado.edu/display/fisid_145482)
Senior Instructor, Instructor; JD, University of Colorado Boulder

Selto, Frank
Professor Emeritus; PhD, University of Washington; PhD, University of Washington

Seward, Lori Elizabeth (https://experts.colorado.edu/display/fisid_113934)
Senior Instructor; PhD, Virginia Polytechnic Institute and State Univ

Sorenson, Ralph Z.
Professor Emeritus

Spinetto, Richard D.
Professor Emeritus

Stanton, William J.
Professor Emeritus

Stapp, Elizabeth Cole (https://experts.colorado.edu/display/fisid_149889)
Instructor; JD, Boston University

Stephenson, Craig A (https://experts.colorado.edu/display/fisid_144851)
Senior Instructor; PhD, University of Arizona

Stutzer, Michael J. (https://experts.colorado.edu/display/fisid_126711)
Professor; PhD, University of Minnesota Twin Cities

Sun, Yacheng (https://experts.colorado.edu/display/fisid_145680)
Assistant Professor; PhD, Indiana University Bloomington

Taylor, Robert H.
Professor Emeritus

Thibodeau, Thomas G (https://experts.colorado.edu/display/fisid_134750)
Professor; PhD, SUNY at Stony Brook

Tice, Frances Mei-Lin Siu (https://experts.colorado.edu/display/fisid_156018)
Assistant Professor; PhD, Texas AM University

Tong, Wenfeng (https://experts.colorado.edu/display/fisid_144520)
Associate Professor; PhD, Ohio State University

Tracy, John A.
Professor Emeritus

Van Wesep, Edward D (https://experts.colorado.edu/display/fisid_154573)
Associate Professor; PhD, Stanford University

Vossen, Thomas Wilhelmus (https://experts.colorado.edu/display/fisid_126642)
Associate Professor; PhD, University of Maryland College Park Campus

Waddell, Jay L (https://experts.colorado.edu/display/fisid_151520)
Instructor; MS, University of Wisconsin-Madison

Wang, Yanwen (https://experts.colorado.edu/display/fisid_154266)
Assistant Professor; PhD, Emory University

Waters, Brian Todd (https://experts.colorado.edu/display/fisid_155846)
Assistant Professor; PhD, University of California-Los Angeles

Wenger, Paula (https://experts.colorado.edu/display/fisid_113621)
Senior Instructor; MA, Miami University Oxford Campus

Williams, Lawrence Edwin (https://experts.colorado.edu/display/fisid_145743)
Assistant Professor; Associate Professor; PhD, Yale University

Willis, Michael Jared (https://experts.colorado.edu/display/fisid_152040)
Senior Instructor; MBA, Brigham Young University

Winn, Daryl
Professor Emeritus

Yao, Xin (https://experts.colorado.edu/display/fisid_147215)
Assistant Professor; PhD, University of Washington

York, Jeffrey Glenn (https://experts.colorado.edu/display/fisid_148387)
Assistant Professor; PhD, University of Virginia

Zechman, Sarah Louise Center (https://experts.colorado.edu/display/fisid_156016)
Associate Professor; PhD, University of Pennsylvania

Zender, Jaime (https://experts.colorado.edu/display/fisid_122563)
Professor; PhD, Yale University

Zhang, Dan (https://experts.colorado.edu/display/fisid_149619)
Associate Professor, Assistant Professor; PhD, University of Minnesota Twin Cities

### Courses

**BADM 1250 (1.5) First Year Seminar for Business**

Surveys the entire undergraduate experience and includes topics, issues, and practices that focus on the professional, academic, and leadership growth of a business student. It addresses how to make an effective transition to college and puts students on a path to become well-rounded, engaged and globally-minded. Students will acquire the knowledge and skills to take advantage of all the opportunities and support services available to them while learning to balance the challenges and expectations of their business degree. A sample of the topics covered include: transition to college, dealing with academic rigor, developing a professional tool kit–resume and cover letter preparation, interview skills, project management, working in teams and public speaking--and preparing for the role as a global business leader.

**Requisites:** Restricted to Business (BUSNU) majors only.

**Grading Basis:** Pass/Fail

**BADM 1260 (2) First-Year Global Experience**

In today's world of increased mobility, globally aware students have more choices for employment upon graduation and are immediately ready to contribute in global environments. They are aware of global issues and cultural differences, and their global mindset allows them to recognize good ideas from wherever they might come and new market/product opportunities wherever they might exist. This course is the first step toward the development of a global mindset. It provides a meaningful global experience to first-year business students through an in-depth perspective of a specific country or region outside the United States and a short academic trip to the region.

**Requisites:** Restricted to Business (BUSNU) majors only.
BADM 2010 (1) Excel in Business
Teaches beginner to intermediate level Excel skills, emphasizing efficient use of Excel to make sense of substantial data sets. The course is designed to increase students' proficiency with Excel through a series of hands-on workshops. The workshops have a business problem solving orientation and use real data from Leeds' corporate partners. The workshops emphasize the most important skills that employers value.
**Requisites:** Restricted to Business (BUSN) Majors or students with a Business Minor (BUSM-MIN)
**Grading Basis:** Pass/Fail

BADM 2020 (3) Fundamentals of Quantitative Analysis
Focuses on the application of calculus and statistics in financial analysis with emphasis on theory and problem solving in excel. Calculus topics covered in the class will include: series, limits and continuity, calculating derivatives, graphing and optimization. Descriptive statistics will be reviewed in the context of financial data. Applications to finance will include portfolio optimization, calculation and graphing of historical stock returns, along with calculation of bond rates, returns, and duration.
**Requisites:** Restricted to students with the Business Minor (BUSM-MIN) plan.

BADM 2050 (3) Honors/Special Topics
Variable topics in business, drawing from a variety of disciplines.
**Repeatable:** Repeatable for up to 6.00 total credit hours.
**Requisites:** At least a 3.50 cumulative GPA is required.
**Additional Information:** Arts Sciences Honors Course

BADM 2880 (3) Special Topics
Explores historical developments, contemporary issues, industry trends and best practices pertinent to the business of sports. Examines how sports enterprises are managed and the impacts that such enterprises have on the economic and social fabric of communities. Designed to provide sufficient background for educated consumption of this literature and pursuit of further study if desired.
**Requisites:** Restricted to students with 27-180 credits (Sophomores, Juniors or Seniors) only.

BADM 2900 (1-3) Independent Study
Department consent and departmental form required.
**Repeatable:** Repeatable for up to 3.00 total credit hours.
**Requisites:** Restricted to Business (BUSN) majors only.

BADM 3100 (1) Professional Development
Designed to provide opportunities to understand and develop professional competencies for successful careers in business. Designed to increase knowledge of job search strategies and formulate a career management plan for transitioning to the workplace. Topics such as resumes, cover letters, personal branding, job search strategies, internships, career choices, networking and social media will be covered. A Self-Marketing Plan will be developed to help focus on long-term career goals.
**Requisites:** Restricted to Leeds School of Business majors only.
**Grading Basis:** Pass/Fail

BADM 3200 (1) Internship Accelerator
Three-week intensive seminar focused on developing competencies critical to a successful transition into the workplace. Discusses interpersonal communication, situational awareness, giving and receiving constructive feedback, maximizing networking opportunities, deciphering professional expectations, and adaptability in the workplace. Several modules will be taught by industry professionals. Also includes a 2.5 day “micro” internship at a top Boulder-area company.
**Requisites:** Restricted to Business (BUSN) majors.
**Grading Basis:** Pass/Fail

BADM 3880 (3) Special Topics
Introduces students to the many facets of the marketing of sport and marketing through sport. Theoretical and practical applications of marketing sport are examined. Provides students with an understanding of current marketing concepts and best business practices, related to sports enterprises and a foundation for pursuit of further study and work in sports and event marketing.
**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

BADM 3900 (1) Independent Study
Department consent and departmental form required.
**Repeatable:** Repeatable for up to 3.00 total credit hours.
**Requisites:** Restricted to Business (BUSN) majors only.

BADM 3930 (1-6) Internship
Student training and participation in government or industry environment under faculty supervision. Instructor consent required.
**Repeatable:** Repeatable for up to 6.00 total credit hours.
**Requisites:** Requires prerequisite courses of BCOR 1000 and BCOR 1020 and BCOR 2000 and BCOR 2400 (all minimum grade D-). Restricted to students with 57-180 credits (Juniors or Seniors).
**Grading Basis:** Pass/Fail

BADM 4820 (1-6) Special Topics
Variable topics in business drawing from a variety of business disciplines.
**Repeatable:** Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.
**Requisites:** Restricted to Business (BUSN) majors with 52-180 units completed.

BADM 4825 (3) Experimental Seminar
Offered irregularly to provide opportunity for investigation of new frontiers in Business Administration.
**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

BADM 4830 (1-3) Special Topics
Various topics in business and society drawing from a variety of business disciplines.
**Repeatable:** Repeatable for up to 3.00 total credit hours.
**Requisites:** Restricted to Business (BUSN) majors only.

BADM 4900 (1-3) Independent Study
Intended only for exceptionally well qualified business seniors. Department form required.
**Repeatable:** Repeatable for up to 3.00 total credit hours.
**Requisites:** Restricted to Business (BUSN) majors only.

BADM 4910 (2) VITA-Volunteer Tax Assistance
Offers students the opportunity to gain professional work experience in an accounting position while still in school. Provides academically relevant work experience that complements students' studies and enhances their career potential.
**Requisites:** Requires prerequisite courses of BCOR 2000 and ACCT 3440 or ACCT 5440 (all minimum grade D-). Restricted to Business (BUSN) majors with 52-180 units completed.
**Grading Basis:** Pass/Fail