

# 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 advising from a staff of professional advisors in the Office of Undergraduate Student Services. Advisors are available in KOBL 201, Monday–Friday, 8 a.m.–5 p.m., by appointment and during drop-in hours.

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) (<https://catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/business-administration-bachelor-science-bs/>)

## Minor

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

## Certificates

- Entrepreneurial Studies - Certificate (<https://catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/entrepreneurial-studies-certificate/>)
- Global Business - Certificate (<https://catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/global-business-certificate/>)
- Operations and Information Management - Certificate (<https://catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/operations-information-management-certificate/>)
- Quantitative Finance - Certificate (<https://catalog.colorado.edu/undergraduate/colleges-schools/arts-sciences/programs-study/actuarial-studies-quantitative-finance/actuarial-studies-quantitative-finance-certificate/>)
- Social Responsibility and Ethics - Certificate (<https://catalog.colorado.edu/undergraduate/colleges-schools/business/programs-study/business-administration/social-responsibility-ethics-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.

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Smith, Julie Scher ([https://experts.colorado.edu/display/fisid\\_166064/](https://experts.colorado.edu/display/fisid_166064/))  
Instructor; MBA, University of Chicago

Sorenson, Ralph Z.  
Professor Emeritus

Spinetto, Richard D.  
Professor Emeritus

Stanton, William J.  
Professor Emeritus

Stapp, Elizabeth Cole  
Senior Instructor, Associate Chair; JD, Boston University

Starn, Harry Mohr ([https://experts.colorado.edu/display/fisid\\_160803/](https://experts.colorado.edu/display/fisid_160803/))  
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Stephenson, Craig A. ([https://experts.colorado.edu/display/fisid\\_144851/](https://experts.colorado.edu/display/fisid_144851/))  
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Stutzer, Michael J. ([https://experts.colorado.edu/display/fisid\\_126711/](https://experts.colorado.edu/display/fisid_126711/))  
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Swisher, Kristin Joy  
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Taylor, Robert H.  
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Taylor, Stephen John  
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Tice, Frances M. ([https://experts.colorado.edu/display/fisid\\_156018/](https://experts.colorado.edu/display/fisid_156018/))  
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Tong, Wenfeng ([https://experts.colorado.edu/display/fisid\\_144520/](https://experts.colorado.edu/display/fisid_144520/))  
Professor, Chair; PhD, The Ohio State University

Tracy, John A.  
Professor Emeritus

Urrea, Gloria ([https://experts.colorado.edu/display/fisid\\_165311/](https://experts.colorado.edu/display/fisid_165311/))  
Assistant Professor; PhD, Università della Svizzera italiana, Switzerland

Van Wesep, Edward D. ([https://experts.colorado.edu/display/fisid\\_154573/](https://experts.colorado.edu/display/fisid_154573/))  
Associate Professor; PhD, Stanford University



Vargo, Christopher ([https://experts.colorado.edu/display/fisid\\_158320/](https://experts.colorado.edu/display/fisid_158320/))  
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Volpone, Sabrina D. ([https://experts.colorado.edu/display/fisid\\_158941/](https://experts.colorado.edu/display/fisid_158941/))  
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Vossen, Thomas Wilhelmus ([https://experts.colorado.edu/display/fisid\\_126642/](https://experts.colorado.edu/display/fisid_126642/))  
Associate Professor; PhD, University of Maryland, College Park

Waddell, Jay L.  
Instructor; MS, University of Wisconsin–Madison

Wang, Clare ([https://experts.colorado.edu/display/fisid\\_165260/](https://experts.colorado.edu/display/fisid_165260/))  
Associate Professor, Faculty Director; PhD, University of Pennsylvania, The Wharton School

Wang, Yanwen  
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Wang, Zhiyi ([https://experts.colorado.edu/display/fisid\\_167339/](https://experts.colorado.edu/display/fisid_167339/))  
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Waters, Brian Todd ([https://experts.colorado.edu/display/fisid\\_155846/](https://experts.colorado.edu/display/fisid_155846/))  
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Williams, Lawrence Edwin Jr. ([https://experts.colorado.edu/display/fisid\\_145743/](https://experts.colorado.edu/display/fisid_145743/))  
Associate Professor; PhD, Yale University

Winn, Daryl  
Professor Emeritus

Wobbekind, Richard ([https://experts.colorado.edu/display/fisid\\_100997/](https://experts.colorado.edu/display/fisid_100997/))  
Associate Dean, Lecturer; PhD, University of Colorado Boulder

Yao, Xin  
Assistant Professor; PhD, University of Washington

Yilmaz, Ovunc ([https://experts.colorado.edu/display/fisid\\_167064/](https://experts.colorado.edu/display/fisid_167064/))  
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Associate Professor, Chair, Faculty Director; PhD, University of Virginia

Zechman, Sarah Louise Center ([https://experts.colorado.edu/display/fisid\\_156016/](https://experts.colorado.edu/display/fisid_156016/))  
Professor, Chair, Faculty Fellow; PhD, University of Pennsylvania

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Professor, Endowed/Named Professor, Chair; PhD, Yale University

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Zhang, Rui ([https://experts.colorado.edu/display/fisid\\_157866/](https://experts.colorado.edu/display/fisid_157866/))  
Assistant Professor; PhD, University of Maryland

Zhang, Xingtian ([https://experts.colorado.edu/display/fisid\\_159295/](https://experts.colorado.edu/display/fisid_159295/))  
Assistant Professor; PhD, University of Pennsylvania

Zikmund, Noah  
Senior Instructor; MBA, University of Tulsa

## Courses

### BADM 1250 (1.5) Designing Your Leeds

Designing Your Leeds is a class about customizing your college experience to get the most out of it. Using a process rooted in Design Thinking, the course equips students with tools to design and prototype a college experience that best aligns with who they are and what they hope to get from college. Students will explore the purpose of college, reflect on personal values and strengths, learn about educational and career opportunities, and create a prototype of their 4 year experience. Through in-class activities and out of class assignments, students will also learn and practice professional and self-leadership skills.

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

### 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 whenever 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 (BUSNU) Majors or students with a Business Minor (BUSM-MIN)

### 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 prices, 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 (1-3) Special Topics**

Explores historical developments, contemporary issues, industry trends and best practices pertinent to the business of sports. Designed to provide sufficient background for educated consumption of this literature and pursuit of further study if desired.

**Requisites:** Restricted to Business (BUSN) majors.

**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 (BUSNU) majors only.

**BADM 3020 (3) Written Communication for Business Leaders**

This course focuses on business writing for professionals in an organizational setting, especially those in leadership roles. While the course focuses principally on writing, it builds on a number of skills addressed in BCOR 1030: Communication Strategy; a prerequisite for this class emphasizing oral communication. In this course, students will revisit such topics as communication channels, storytelling, persuasion, and audience analysis, but specifically in the context of writing.

**Requisites:** Requires prerequisite course of BCOR 1030 (minimum grade D-). Restricted to Business (BUSN) majors with 52 units completed.

**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.

**BADM 3200 (1.5) Internship Accelerator**

Seminar focused on developing competencies critical to a successful transition into the workplace. Apply what you have learned in the classroom to business problems. Practice problem framing, decision making, and synthesizing complex information. Reflect on which professional communication skills are the most essential complements to your classroom skills and knowledge. Craft ways to improve those most essential skills. Reflect on when to ask for help and when not to. Through hands-on projects, learn about adaptability in the workplace and deciphering professional expectations.

**Requisites:** Restricted to Business (BUSN) majors.

**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 (BUSNU) majors only.

**BADM 3930 (1-6) Internship - London Seminar**

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 course of BASE 2104 (minimum grade D-). Restricted to students with 57-180 credits (Juniors or Seniors).

**BADM 4030 (3) Crisis Communication**

In today's highly volatile, uncertain, complex, and ambiguous (VUCA; Johansen, 2012) world, successful business leaders understand that experiencing an organizational crisis is a matter of when, not if. Organizational leaders' communication and actions before, during, and after a crisis determine if the organization survives, is able to recover, and ultimately utilize the crisis as an opportunity for growth. This course takes a message-centered approach to the study of crisis communication. The purpose of this course is to explore the role of communication and strategic communication practices throughout the three stages of crisis management. Both theoretical and applied research areas are considered to provide an overview of the established and emerging perspectives on risk and crisis from the communication perspective.

**Requisites:** Restricted to Business (BUSN) majors with 52-180 units completed.

**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 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 (BUSNU) 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 (BUSNU) 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.