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


Certificates


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/) Associate Chair, Faculty Director, Senior Instructor; PhD, University of Maryland, College Park

Alston, Eric Christopher (https://experts.colorado.edu/display/fisid_158159/) Scholar in Residence; JD, University of Chicago

André, Quentin (https://experts.colorado.edu/display/fisid_166737/) Assistant Professor; PhD, INSEAD (France)

Appenzeller, William
Professor Emeritus

Auslander, Bonnie (https://experts.colorado.edu/display/fisid_158273/) Instructor; MFA, University of Massachusetts

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

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

Bangs, F. Kendrick
Professor Emeritus

Banks, Cynthia (https://experts.colorado.edu/display/fisid_158245/) Instructor, Faculty Director; MS, University of Colorado Denver
Bei, Xiaoshu  
Assistant Professor; PhD, Duke University

Bein, Jonathan Weber  
Scholar in Residence; PhD, University of Colorado Boulder

Bennett, Douglas P.  
Instructor; J.D., George Washington University

Bercovitz, Janet  
Professor; PhD, University of California, Berkeley

Bennett, Asaf  
Assistant Professor; BS, Harvey Mudd College

Bernthal, Wilmar F.  
Professor Emeritus

Bhagat, Sanjai  
Professor; PhD, University of Washington

Biegelsen, Casey  
Instructor; MBA, University of Colorado Boulder

Billings, Stephen B.  
Associate Professor, Faculty Director; PhD, University of Colorado Boulder

Bondi, Salvatore  
Instructor; MS, University of Illinois at Urbana-Champaign

Bone, Jennifer Emerling  
Instructor, Associate Chair; PhD, University of Colorado Boulder

Boss, Russel Wayne  
Professor, Chair; PhD, University of Georgia

Brown, Daniel  
Senior Instructor; D.Phil, Oxford University

Buchman, Thomas A.  
Professor Emeritus; PhD, University of Illinois at Urbana-Champaign

Buffa, Andrea  
Assistant Professor; PhD, London Business School

Bumbaca, Frederico  
Assistant Professor; PhD, University of California, Irvine

Campbell, Kimberly D.  
Instructor; PhD, Howard University

Campbell, Margaret Catherine  
Professor, Associate Dean, Endowed/Named Professor; PhD, Stanford University

Carbone, Christopher  
Instructor; MFA, University of Baltimore

Carson, Visda  
Instructor; MBA, University of Colorado, Leeds School of Business

Cateora, Phillip R.  
Professor Emeritus

Chari, Mukund  
Assistant Professor; PhD, University of Washington

Chen, Zeyun  
Assistant Professor; PhD, University of Houston

Christoff, Lorna Colleen  
Instructor; JD, University of Denver

Cookson, John Anthony  
Associate Professor, Faculty Director; PhD, University of Chicago

Correll, Mark R.  
Professor Emeritus

Cropanzano, Russell Salvador  
Professor, Chair, Endowed/Named Professor; PhD, Purdue University

Cunningham, Cory  
Instructor; PhD, University of Oklahoma

Daley, Brendan  
Associate Professor; PhD, Stanford University

Dam, Robert Anthony  
Assistant Professor; PhD, Northwestern University

Darnell, Jerome C.  
Professor Emeritus

Davies, Shaun William  
Assistant Professor; PhD, University of California, Los Angeles

Demaree, John D.  
Professor Emeritus

Donchez, Robert M.  
Senior Instructor, Faculty Director; MBA, Fordham University

Donohew, Zachary  
Scholar in Residence

Drake, David Francis  
Assistant Professor; PhD, INSEAD (France)

Eargle, David  
Assistant Professor; PhD, University of Pittsburgh

Edwards, Emily  
Senior Instructor, Associate Chair; MBA, University of Colorado Denver

Engel, Steven  
Professor Emeritus

Ertimur, Yonca  
Professor, Associate Dean; PhD, New York University
Fernbach, Philip M. (https://experts.colorado.edu/display/fisid_149786/)
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Fisher, Christina Marie (https://experts.colorado.edu/display/fisid_158798/)
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Frederick, David M.
Professor Emeritus: Leeds School of Business

Gallagher, Emily Anne (https://experts.colorado.edu/display/fisid_163544/)
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Gallo, John
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Garcia, Diego (https://experts.colorado.edu/display/fisid_156036/)
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Professor Emeritus

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Gladstone, Joe (https://experts.colorado.edu/display/fisid_166596/)
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Glover, Fred W.
Professor Emeritus

Goeldner, Charles R.
Professor Emeritus

Gordon, Kenneth R.
Professor Emeritus

Goren, Bahriye
Instructor, Faculty Director; MS, Erasmus University (Netherlands)

Gross, David Michael (https://experts.colorado.edu/display/fisid_109026/)
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Gwozdz, Ronald Scott (https://experts.colorado.edu/display/fisid_144830/)
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He, Chuan (https://experts.colorado.edu/display/fisid_124857/)
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Hekman, David R. (https://experts.colorado.edu/display/fisid_151359/)
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Higgins, Brian Edmund (https://experts.colorado.edu/display/fisid_156515/)
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Jackson, Betty R.
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Jedamus, Paul E.
Professor Emeritus

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Jensen, Howard G.
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Scholar in Residence; PhD, Johannes Kepler University of Linz, Austria

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Kline, Bruce Richard
Senior Instructor; MA, Northwestern University

Koberg, Christine S.
Associate Professor Emerita

Koc, Ozlem (https://experts.colorado.edu/display/fisid_158324/)
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Kolb, Burton A.
Professor Emeritus

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

Kozar, Kenneth A.
Professor Emeritus

Kwaramba, Marcia (https://experts.colorado.edu/display/fisid_164299/)
Scholar in Residence; PhD, Monash University (Australia)

Lacerenza, Christina Noelle (https://experts.colorado.edu/display/fisid_159797/)
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Laguna, Manuel (https://experts.colorado.edu/display/fisid_102975/)
Professor, Faculty Director, Endowed/Named Professor; PhD, University of Texas at Austin

Larsen, Kai Rune (https://experts.colorado.edu/display/fisid_118160/)
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Laurion, Henry R. (https://experts.colorado.edu/display/fisid_163642/)
Assistant Professor; PhD, University of California, Berkeley

Lawrence, Stephen R. (https://experts.colorado.edu/display/fisid_102032/)
Associate Professor; PhD, Carnegie Mellon University
Leach, Chris (https://experts.colorado.edu/display/fisid_105152/)
Professor, Endowed/Named 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/)
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Lewis, Ryan C. (https://experts.colorado.edu/display/fisid_157865/)
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Lionberger, Erin Leigh (https://experts.colorado.edu/display/fisid_167647/)
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Liu, Liu (https://experts.colorado.edu/display/fisid_163568/)
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Lord, Kimberly E.
Lecturer

Lyle, Catherine
Instructor; JD, The John Marshall Law School

Lynch, John G. (https://experts.colorado.edu/display/fisid_147448/)
Faculty Director, Professor, Associate Dean, Endowed/Named Professor, Distinguished Professor; PhD, University of Illinois at Chicago

Macaluso, Gregg Richard (https://experts.colorado.edu/display/fisid_123302/)
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Macfee, Raymond D. Jr.
Professor Emeritus

Maciszewski, Michael (https://experts.colorado.edu/display/fisid_153223/)
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Marshall, Nathan Thomas (https://experts.colorado.edu/display/fisid_156034/)
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Matusik, Sharon Marie Frances (https://experts.colorado.edu/display/fisid_133564/)
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Maxwell, Christopher (https://experts.colorado.edu/display/fisid_164956/)
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McGraw, Albert Peter (https://experts.colorado.edu/display/fisid_133262/)
Professor; PhD, Ohio State University

McMahon, Kevin Christopher (https://experts.colorado.edu/display/fisid_143892/)
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McNown, Robert F.
Professor Emeritus

Melicher, Ronald W. (https://experts.colorado.edu/individual/deptid_10255/)
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Professor Emeritus

Milburn, Catherine Knoll
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Montealegre, Jose Ramiro (https://experts.colorado.edu/display/fisid_100072/)
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Moon, Katie Seoyeon (https://experts.colorado.edu/display/fisid_157680/)
Assistant Professor; PhD, University of Maryland

Morley, Susan (https://experts.colorado.edu/display/fisid_116716/)
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Moyen, Nathalie (https://experts.colorado.edu/display/fisid_113873/)
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Mueller, Erick Michael (https://experts.colorado.edu/display/fisid_140940/)
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Mukhopadhyay, Tathagat
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Munter, Paul
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Nelson, James E.
Professor Emeritus

Nelson, Thomas Cavett (https://experts.colorado.edu/display/fisid_116011/)
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Nunziato, Joshua (https://experts.colorado.edu/display/fisid_164373/)
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Oest, Donald G. (https://experts.colorado.edu/display/fisid_146623/)
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Palmer, Michael
Professor Emeritus

Papuzza, Antonio (https://experts.colorado.edu/display/fisid_145295/)
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Packer, Richard C. (https://experts.colorado.edu/display/fisid_166139/)
Lecturer

Parkin, Don
Professor Emeritus

Purmehdi, Mostafa
Instructor; PhD, University of Montreal (Canada)

Ravishankar, G. Ravi (https://experts.colorado.edu/display/fisid_144567/)
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Reinholtz, Nicholas S. (https://experts.colorado.edu/display/fisid_155180/)
Assistant Professor; PhD, Columbia University

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

Reznicek, Birdie C. (https://experts.colorado.edu/display/fisid_149091/)
Instructor, Associate Chair; MBA, Northwestern University

Richey, Clyde W.
Professor Emeritus

Ringgenberg, Ralph G.
Professor Emeritus

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

Rodgers, Timothy (https://experts.colorado.edu/display/fisid_155460/)
Instructor; PhD, University of California, Santa Cruz

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

Rosse, Joseph G.
Professor Emeritus: Leeds School of Business

Schattke, Rudolph
Professor Emeritus

Schaub, Kevin D. (https://experts.colorado.edu/display/fisid_144142/)
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Schonberger, Bryce (https://experts.colorado.edu/display/fisid_167332/)
Assistant Professor; PhD, University of Southern California

Sears, Curtis R. (https://experts.colorado.edu/display/fisid_145482/)
Senior Instructor, Faculty Fellow, Endowed/Named Professor; JD, University of Colorado Boulder

Selto, Frank
Professor Emeritus

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

Shriver, Scott Kennedy (https://experts.colorado.edu/display/fisid_158937/)
Assistant Professor; PhD, Stanford University

Shukri, Salma Tariq (https://experts.colorado.edu/display/fisid_158219/)
Instructor; PhD, University of Denver

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

Sorenson, Ralph Z.
Professor Emeritus

Spinetto, Richard Z.
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/)
Senior Instructor, Faculty Director; MS, University of Colorado Boulder

Stephan, Andrew Perry (https://experts.colorado.edu/display/fisid_159297/)
Assistant Professor; PhD, Northwestern 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

Swisher, Kristin Joy
Instructor; MA, Central Missouri State University

Taylor, Robert H.
Professor Emeritus

Taylor, Stephen John
Lecturer

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

Tice, Frances M. (https://experts.colorado.edu/display/fisid_156018/)
Assistant Professor; PhD, Texas A&M University

Tong, Wenfeng (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/)
Assistant Professor; PhD, Università della Svizzera italiana, Switzerland

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

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 (BUSN) 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 (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.