BUSINESS MANAGEMENT

Accelerated BBA Program

The Sidhu School offers a Bachelor of Business Administration degree through an accelerated degree completion option for adult learners. Applicants are required either: 1) to have five or more years of professional, military, and/or equivalent experience; and to have completed undergraduate coursework at an accredited institution of higher education; or 2) to possess an earned associate’s degree or higher from an accredited institution of higher education.

In order to fulfill the requirements for graduation, students are responsible for satisfying all Wilkes bachelor’s degree requirements, including general education requirements and the Accelerated Bachelor of Business Administration (ABBA) curriculum. A total of 66 credit hours, covering the general education requirements for a Wilkes undergraduate degree and free electives, must be earned outside the courses specifically included in the Accelerated BBA.

The program provides preparation that is equivalent to the traditional undergraduate Bachelor of Business Administration degree. It consists of 54 credits earned through eighteen courses, each of which is worth three credits. The design ensures that students will receive complete equivalent coverage of all learning outcomes in compliance with the standards of the Accreditation Council for Business Schools and Programs (ACBSP). Students may take three courses each term, including fall, summer, and spring, leading to the completion of the program in six trimesters over a period of two years.

Business Administration Major

(Accelerated BBA Program) Required Courses and Course Sequence

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<tr>
<th>Trimester 1</th>
<th>Trimester 2</th>
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<tr>
<td>ABBA 151 - Entrepreneurship and Innovation</td>
<td>ABBA 154 - Business Economics</td>
<td>ABBA 235 - The Legal Environment and Business Law</td>
<td>ABBA 319 - Statistics for Business</td>
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<td>ABBA 153 - Business Communications</td>
<td>ABBA 162 - Managerial Accounting</td>
<td>ABBA 257 - Information Technology for Business</td>
<td>ABBA 340 - Corporate Finance</td>
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<td>Trimester 5</td>
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<td>ABBA 352 - Production and Operations in Business</td>
<td>ABBA 358 - International Business Management</td>
<td>ABBA 354 - Organizational Studies</td>
<td>ABBA 358 - International Business Management</td>
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<tr>
<td>ABBA 354 - Organizational Studies</td>
<td>ABBA 462 - Professional Business Experience</td>
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<td>ABBA 462 - Professional Business Experience</td>
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BA. BUSINESS ADMINISTRATION

BA-119. DATA ANALYSIS IN EXCEL

Credits: 1

This course is designed to teach the basic and advanced features and functions of Excel, including summative, descriptive, and reporting techniques. Students will also gain the knowledge of data manipulation and visual reporting. This one-credit class will meet multiple times each week, and will run for 5 consecutive weeks.

BA-151. INTEGRATED MANAGEMENT EXPERIENCE I

Credits: 3

Terms Offered: Fall

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with ACC-151 and ENT-151.

BA-152. INTEGRATED MANAGEMENT EXPERIENCE II

Credits: 3

Terms Offered: Spring

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with ACC-152 and ENT-152.

Pre-Requisites

ACC/BA/ENT 151.

BA-153. MANAGEMENT FOUNDATIONS

Credits: 3

Management Foundations provides the framework for further study in accounting, business administration, and entrepreneurship programs. Functional areas of management are examined. This class is closed to freshmen and to any student who completed ACC/BA/ENT 151 and ACC/BA/ENT 152.

BA-319. BUSINESS STATISTICS

Credits: 3

Terms Offered: Fall

An introduction to the primary tools of research in business and economics; the collection, summarization, analysis, and interpretation of statistical findings relevant to business decisions. Two hours of lecture and one hour of individualized laboratory. Topics covered will include, but not be limited to, descriptive statistics, probability, sampling theory, hypothesis testing, and regression and correlation analysis. Cross-listed with EC-319.
BA-335. LAW AND BUSINESS  
Credits: 3  
This course provides a foundation for understanding how the law functions; the laws protecting consumers and employees; and the law of contracts, sales, and business organizations.

BA-336. ADVANCED TOPICS IN BUSINESS LAW  
Credits: 3  
Terms Offered: Spring  
This course provides students with an understanding of select advanced topics in law, specifically those that have the greatest impact on business and accounting.

Pre-Requisites  
BA-335

BA-337. LEGAL ASPECTS OF SPORT AND EVENT MANAGEMENT  
Credits: 3  
Introduces legal issues that confront contemporary organized athletics and sports management. Specific topics which are highlighted include impact of antitrust laws; personal services contracts; labor law; injury and liability; franchise and transfer rules; and tax aspects. Examines the role of legal services within sports organizations and in individual athlete representation.

Pre-Requisites  
BA-335

BA-419. QUANTITATIVE DECISION MAKING  
Credits: 3  
This course is designed to build on the basics of introductory statistics so that the students understand how a variety of advanced statistical tools are used to support decision-making using business data. Students develop necessary skills to build models that conform the assumptions of the procedures. The course aims to provide more hands on experience. The topics that will be introduced include descriptive statistics, t-tests, ANOVA, simple linear regression, multiple linear regression, logistic regression and their applications on business data.

BA-461. BUSINESS STRATEGY AND DECISION-MAKING  
Credits: 3  
The first of a two-semester capstone experience. This course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation of strategic and long-range plans.

Pre-Requisites  

BA-462. PROFESSIONAL BUSINESS EXPERIENCE  
Credits: 3

Pre-Requisites  
MKT-221, FIN-240, and MGT-251.

BA-463. THE BUSINESS FIELD AND RESEARCH EXPERIENCE  
Credits: 3  
This course allows the student to choose from a variety of professional opportunities. The student could perform research and writing in his or her major area. Such research must be approved by the instructor in advance. (The Undergraduate Thesis) The student may participate in a multidisciplinary capstone course that incorporates the application of business creation, development, and planning. It includes the application of business functions such as management, business strategy, marketing, accounting, finance, operations management, and sales. (The Business Incubator) The student could also visit several local organizations to conduct a live case comparison that spans industries and organizations as it pertains to his or her major area and faculty interests. (The Business Field Experience) Action learning gives students the opportunity to develop an understanding of the Sidhu School disciplines and business practices that are ethically and socially responsible.

Pre-Requisites  
Senior class standing.

BA-464. INTERNATIONAL BUSINESS EXPERIENCE  
Credits: 3  
The course provides an overview of a Western European Society. A ten-day field trip in Western Europe is a major learning experience of the course. Site visits are made in a number of cities in European countries. Site visits include Cities, Regions, and Business and travel centers. Arrangements for travel are made during the fall, and travel in the spring. The purpose of the course is to create a global learning experience using Western Europe as a medium to facilitate the student’s understanding of the global business environment. Presentations, discussions, travel, observations, projects, as well as written papers will provide students with the opportunity to demonstrate their understanding and knowledge.