Student Learning Outcomes – Business Administration

1. Apply general human resource management principles to business organizational practice
2. Apply ethical perspectives to human resource situations
3. Analyze the relationship between personality styles and the organizational settings that allow for effective leadership
4. Demonstrate effective team-work skills in group settings
5. Apply decision-making strategies to real-world business problems

Courses

LBUS-230: Principles of Management
A general introduction to a distinct process existing in the business organization. Emphasis is placed upon fundamental managerial concepts such as decision making and coordination, managerial planning, organizing and authority relationships, and the nature of controlling in management. 3 credits.

LBUS-240: Principles of Marketing
A managerial approach that integrates the theory and concepts a marketing manager must comprehend in order to make effective decisions. Special attention is given to the areas of product, place, promotion and pricing. 3 credits.

LBUS-250: Business Statistics
An introduction to basic statistical measurements: sampling theory, including estimation of parameters, hypothesis testing and basic decision theory. Other topics include correlation analysis, time series analysis, seasonal fluctuations, trend fitting, and cyclical measurement. 3 credits.

LBUS-260: Morals and Money-AV
“What is right, and what is wrong? What are my values? How do my values impact my decisions?” This class will answer these questions by examining three distinct topics where money and morals/ethics are intertwined. Prerequisites: LLIB-100, LLIB-105, LIB-110 and one course from LLIB-130, LLIB-135, or LLIB-220. 3 credits.

LBUS-317: Business Law I
A study of the foundations of legal systems, of the role of business ethics and corporate social responsibility, of the formation and operation of contracts, and of the laws regarding negligence, property and government regulation of business. 3 credits.

LBUS-331: Organizational Behavior
This course explores the roles of the employee within the organizational structure. Case studies are examined to show the theoretical and actual applications of the text material. Topics include leadership, motivation, interpersonal and group dynamics, stress, communication, and the union's role in the organization. Prerequisite: LBUS 230. 3 credits.

LBUS-333: Entrepreneurial Experience
This course studies entrepreneurship as a process of economic and/or social value creation, rather than the single event of opening a business. Reflecting on recent research, the course focuses on opportunity recognition, assembly of the financial and human resources needed to develop the idea, and launching the new venture. Prerequisite: LBUS-230. 3 credits.
LBUS-335: Human Resource Management
An intensive study of the field of management which is concerned with planning, organizing and controlling the functions of procuring, developing, maintaining and utilizing a labor force. Prerequisites: LBUS-230. 3 credits.

LBUS-341: Marketing Ethics-AV
This course takes a managerial approach that integrates the theory and concepts a marketing manager must comprehend in order to make effective and morally acceptable marketing decisions, especially in the areas of product, place, pricing and promotion, and the moral issues related to them. Students will consider how to move beyond standard business methods of making decisions to learning how to make ethical and moral marketing decisions through applying key ethical theories to the challenges faced by a marketer. Students will consider the following questions: how can a marketer identify ethical issues? How can a marketer apply different ethical theories to a marketing decision? What should a marketer do when faced with a moral dilemma? Prerequisites: LLIB-100, LLIB-105, LLIB-110 and one course from LLIB-130, LLIB-135, or LLIB220. 3 credits.

LBUS-343: Marketing Management
This course explores the problems confronting marketing managers in the formation of marketing policies using an experiential-based approach to the comprehensive study and analysis. Active learning assignments, a marketing simulation and a marketing plan may be included in the course. Active learning assignments, a marketing simulation and a marketing plan may be included in the course. Prerequisite: LBUS-240. 3 credits.

LBUS-344: Sales Management
An application of the management approach to an analysis of the sales executive’s duties, responsibilities and role as decision-maker. The course explores the areas of recruiting, training, compensating, motivating and evaluating a sales force. Prerequisites: LBUS-230 and 240. 3 credits.

LBUS-345: Retail Administration
Survey of retailing and its role in distribution. Management policy areas studied include administrative organization, locational decisions, buying, pricing, merchandising, sales promotion, personnel and overall planning and coordination in retailing firms. Analysis of illustrative cases. Prerequisites: LBUS-230 and 240. 3 credits.

LBUS-346: Advertising/Marketing Communications
Introduces students to advertising's/marketing communication's role as a vital tool in the distribution of goods and services. It is structured to meet the needs of those wishing to secure a solid foundation for further work in the field as well as aiding those who seek a basic knowledge of the place of advertising/marketing communication in the business and social environment. Prerequisite: LBUS-240. 3 credits.

LBUS-348: International Marketing
This course provides a global orientation to the study of marketing. The cultural environment of the global marketer is reviewed throughout every area of the course. All marketing decisions are studied through an understanding and appreciation of different cultures. Within this context, the course will cover how to assess global marketing opportunities and how to develop global marketing strategies. Prerequisite: LBUS-240. 3 credits.

LBUS-349: Consumer Behavior
Provides the student with a usable, managerial understanding of consumer behavior, particularly as it relates to sales, marketing, advertising and promotion management. Consumers are studied in four ways: as individuals, as decision-makers, as members of a group, and as members of a culture. Prerequisite: LBUS-240. 3 credits.
LBUS-350: Managerial Finance
An introductory course covering the principles of business financial management focusing on the tools of financial management, the financial environment, working capital management, capital budgeting, the cost of capital and capital structure decisions. Prerequisites: LACC-227. 3 credits.

LBUS-351: International Finance
This course examines issues that arise from conducting business or investing in multiple national currencies. Students will learn how to value projects or investment vehicles in countries using a currency other than the home currency of a business or investor. Difficulties that arise from various types of cross-currency risk are examined, as are strategies that can be employed to mitigate those risks, including the use of financial derivatives like futures, options, and swaps. Prerequisites: LBUS-350. 3 credits.

LBUS-352: Investments
An introductory course covering the principles of security analysis and valuation of stocks and bonds. An in depth study of the value and growth approach to investing. Students will be responsible for best practice readings from the world of finance along with several projects and research assignments designed to increase their understanding of security analysis. Prerequisite: LBUS-350. 3 credits.

LBUS-353: Financial Institutions
An overview of financial markets, financial institutions and how those institutions impact flow and cost of funds through the domestic and global economy. Markets include money markets, capital markets, primary and secondary markets, mortgage markets, stock, bond and derivative markets as well as international currency markets. Institutions include commercial banks, credit unions, savings institutions, pension funds, life insurance companies, mutual funds, and investment banks. Prerequisites: LBUS-350 or instructor approval. 3 credits.

LBUS-354: Personal Financial Planning
This course overviews personal financial planning issues and tools with topics that include goal setting, managing cash and budgeting, taxes, wise use of credit, purchasing decisions, risk management, investments and retirement and estate planning. Ethics and values in personal finance will also be addressed. The course is targeted to both business and non-business majors. Students desiring finance major elective credit should consult the instructor. 3 credits.

LBUS-418: Business Law II
Topics include the law of partnerships and corporations, sales contracts, negotiable instruments, secured transactions, bankruptcy, agency, insurance, and trusts and estates. Not open to first year students. 3 credits.

LBUS-358: L.I.F.E.: Portfolio Applications I
This course applies financial theory to the actual management of an investment portfolio for the Loras College endowment, combining lecture and independent research, with heavy emphasis on outside projects. Students learn the basics of security research and analysis and the interpretation and application of economic data to investment management decisions. Students present their methodology, reasons and results to the administration or board of regents. Prerequisite: LBUS-352. 3 credits.

LBUS-360: Business as a Calling
This course integrates the principles of Catholic Social Teaching into decisions that business professionals make about the daily operations and future of their business and their own individual professional development and career plans. Students will explore the discussion of work as a job, work as a career, and work as a vocation. 3 credits.

LBUS-370: International Business
An introduction to issues facing organizations in a global economy. Includes
a study of the environmental factors affecting international business; the economic theories behind international trade, development and investment; and the strategies and structure of multinational enterprises. 3 credits.

LBUS-379: The Rise & Fall of the Celtic Tiger-AC
Much has been written about the economic rollercoaster the Irish economy has experienced over the last 30 years. This course will use the "Celtic Tiger" as a gateway into looking at not only the history of the Irish economy, but as a way to define, compare and contrast culture through an economic lens. Prerequisites: LLIB-100, LLIB-105, LLIB-110, and one course from LLIB-130, LLIB-135, or LLIB-220. 3 credits.

LBUS-394: Business Internship
Provides college credit for work experiences related to the major program. Proposals arranged in consultation with division faculty and approved by Division Chair. Credit varies. Internships cannot be used for electives in the business majors or minors.

LBUS-432: Operations Management
This course is designed to acquaint students with the long-run and short-run problems that must be solved in managing the operations function of both manufacturing and service industry firms. Major problem areas including plant location, process design, technology selection, production scheduling, product quality and factor allocation are examined and decisions rendered employing both quantitative and graphic methods. Prerequisites: LBUS-230 and LBUS-250 or LMAT-115 or LMAT-220. 3 credits.

LBUS-433: Global Leadership
Leadership has been frequently heralded by writers and executives as the key to sustained competitive advantage on the part of U.S. organizations. In addition, it is clear that the possession of leadership qualities and the display of leader behavior are requirements for individuals attempting to progress in their careers. It is important for aspiring managers to learn about the nature of effective leadership and how they can develop their own competencies in this area. Students in this course will explore issues of leadership and change associated with the growth in the international marketplace. This course will examine a variety of business and leadership practices with emphasis on global organizational values, business plans, diversity, challenges, and culturally appropriate strategies for success in the rapidly changing world of international and multinational business. Prerequisite: LBUS-230 and Senior status. 3 credits.

LBUS-447: Marketing Research
A comprehensive and practical study of the full range of activities involved in marketing research in business and other organizations. The entire research process is examined through the completion of a formal research project. Prerequisite: LBUS-240. 3 credits.

This course is an intensive study of corporate financial management. The emphasis is on a detailed in-depth analysis of various topics of corporate financial management including risk analysis, capital asset pricing model, valuation, capital budgeting, capital structure decisions and cost of capital. Individual and group cases will be used to assess student mastery of these topics. The changing values of corporate governance and social responsibility are also discussed. Prerequisite: LBUS-350. 3 credits.

LBUS-458: L.I.F.E. Portfolio Applications II
Continuation of LBUS-358. Students will be responsible for the management and performance of the investment portfolio. Duties will include determining economic conditions, formulating the asset and sector allocations, researching and investing in individual securities that fit the parameters of the class model, monitoring performance results in comparison to the appropriate
benchmark, and executing purchases and sales when appropriate. Prerequisites: LBUS-358 and instructor permission. 3 credits.

LBUS-461: Human Resource Selection & Evaluation
Design and implementation of an effective selection and performance evaluation program including: role of job analysis, reliability and validity of human resource measures, description and evaluation of selection instruments (application form, reference check, interview and tests) and performance evaluation methods, and legal and ethical issues. Prerequisite: LBUS-335. 3 credits.

LBUS-490: Business Seminar
This course brings together students from all the business disciplines to collaborate and work through problems and challenges of working in today’s business world as part of a business team in a business simulation. Additionally, students will model the best practices of leading executives and businesses by planning, leading and taking part in local community service projects. Finally, students will meet and network with local, regional and national business professionals. Requirements: Senior status and major in finance, management, marketing, MIS, or general business. 3 credits.

LBUS-494: Business Internship
Provides college credit for work experiences related to the major program. Proposals arranged in consultation with division faculty and approved by Division Chair. Credit varies. Internships cannot be used for electives in the business majors or minors.

Continue to next page for major and minor requirements
Loras College Business Administration Degree Requirements:

A student must earn a cumulative average of 2.000 or better in all business minor courses. The business minor is not available to students majoring within the School of Business. Students may “double count” a maximum of 6 credits in a minor – additional overlap must be replaced with course substitutions.

Requirements for the major in Business Administration (B.A.)

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<thead>
<tr>
<th>Req</th>
<th>Course</th>
<th>Cr's</th>
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<td>1</td>
<td>LB.COM-110: Oral Communication as Critical Inquiry</td>
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<td>2</td>
<td>LECO-221: Principles of Microeconomics-QR</td>
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<td>3</td>
<td>LACC-227: Managerial Accounting</td>
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<td>LBAN-210: Essentials of Analytics</td>
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<td>5</td>
<td>LCIT-110: Principles of Computing &amp; IT</td>
<td>3</td>
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<td>5</td>
<td>LCIT-221: Data Analysis</td>
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<td>6</td>
<td>LBUS-230: Principles of Management</td>
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<td>8</td>
<td>LMAT-115: Statistics-FM-QR</td>
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<td>8</td>
<td>LMAT-220: Probability and Statistics-QR</td>
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<td>LBUS-433: Global Leadership</td>
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<td>LBUS-490: Business Seminar</td>
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45-46 total required credits

Minor in Business:

A student must earn a cumulative average of 2.000 or better in all business minor courses. The business minor is not available to students majoring within the School of Business. Students may “double count” a maximum of 6 credits in a minor – additional overlap must be replaced with course substitutions.

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18 total required credits