

# Business Administration (BUAD)

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## **BUAD 1001 Business Day 1 (3 credits)**

An overview of the functions of a for-profit business concern. Students are exposed to the basic concepts of business such as accounting, economics, finance and budgeting, marketing and promotion, operations and the management of human resources. Students manage a simulated business concern and make decisions on issues such as pricing, employment, operations, promotions and ethical situations. Exploration of self-awareness, character development and leadership and how those elements factor into personal development as well as the performance of the business operation.

*Prerequisite:* Admitted to the College of Business after January 2015.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term, 2023 Fall Term, 2023 Spring Term, 2022 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%201001>)

## **BUAD 1060 Business Applications: Basic Business Analytic Tools (1 credits)**

Introduction to using spreadsheets for data analysis. Importing and preparing data for analysis, organizing, sorting, filtering, presenting and sharing data. Applying formulas and built-in functions and generating statistical analyses to help define and solve business problems. NOTE: Course should be taken during the first two semesters in the College of Business Administration.

*Prerequisite:* Enrolled in the College of Business or declared business minor.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Summer Term, 2024 Spring Term, 2023 Fall Term, 2023 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%201060>)

## **BUAD 1560 Introduction to Statistics and Business Analytics (4 credits)**

Introduction to statistical and business analytic methods used in the analysis of business decisions. Covers issues involving data and data collection, descriptive statistics and data visualization issues. Reviews the use of probability and probability distributions in business decisions. Introduction to sampling and sampling distributions, development of statistical estimation and statistical inference, including confidence intervals for means and proportions, analysis of variance, and various hypothesis tests. Develops correlation, simple linear regression and introduces simple time series analysis and decision analysis methods

*Prerequisite:* MATH 1400 or MATH 1450; BUAD 1060, which may be taken concurrently or exemption.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Summer Term, 2024 Spring Term, 2023 Fall Term, 2023 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%201560>)

## **BUAD 1931 Topics In Business Administration (1-3 credits)**

Various topics to be announced in the Schedule of Classes.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%201931>)

## **BUAD 1986 Applied Business Learning Experience-Work Period (0 credits)**

SNC/UNC grade assessment; course does not fulfill requirements of any major in the College of Business Administration.

*Prerequisite:* Enrolled in the College of Business Administration, cons. of progr. dir., cons. of Business Career Center.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Summer Term, 2023 Fall Term, 2022 Summer Term, 2021 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%201986>)

## **BUAD 1987 Applied Business Learning Experience-Work Period (0 credits)**

SNC/UNC grade assessment; course does not fulfill requirements of any major in the College of Business Administration.

*Prerequisite:* Soph. stndg., and enrolled in the College of Business Administration, cons. of progr. dir., cons. of Business Career Center, and cons. of Executive Assoc. Dean.

*Level of Study:* Undergraduate

*Last four terms offered:* 2018 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%201987>)

## **BUAD 2005 Business Foundations (2 credits)**

Introduces students to basic business concepts and practises with the goal of developing an understanding of the relationship between communication and the various business functions of corporations. Emphasizes the relationship between key corporate functions such as finance, marketing, sales, production, management, and information technology. Available only to students not enrolled in Business Administration.

*Prerequisite:* Corporate Communications major.

*Level of Study:* Undergraduate

*Last four terms offered:* 2014 Spring Term, 2013 Fall Term, 2013 Spring Term, 2012 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%202005>)

**BUAD 2100 Accounting and Finance Fundamentals for Non-Business Majors (3 credits)**

Fundamentals of accounting and finance for non-business students including how financial decisions affect the outcome of the business. Students become familiar with business terms and procedures including what constitutes revenues, expenses, assets, liabilities and owner's equity. Students also learn the basics of financial statement analysis, cost structures including fixed, variable, breakeven analysis and overhead.

*Prerequisite:* Not enrolled in the College of Business.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Summer Term, 2024 Spring Term, 2023 Fall Term, 2023 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%202100>)

**BUAD 2160 Foundations of Personal Finance: College Years and Beyond (3 credits)**

Introduction to the framework and tools for managing personal finance in college as well as post-graduation through retirement. Topics include financial values, budgeting, career choice and income, risk management and insurance, credit usage and major asset purchases. Includes discussions on investment portfolios, taxes, retirement plans and estate planning as well as ethical standards in financial decision-making. Emphasis is placed on the framework and methods to make personal financial decisions.

*Prerequisite:* Not enrolled in the College of Business Administration.

*Level of Study:* Undergraduate

*Marquette Core Curriculum:* SSC Individuals & Communities

*Last four terms offered:* 2023 Summer Term, 2023 Spring Term, 2022 Spring Term, 2021 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%202160>)

**BUAD 2986 Applied Business Learning Experience-Grading Period (1 credits)**

S/U grade assessment. Does not fulfill requirements of any major in the College of Business Administration.

*Prerequisite:* BUAD 1986, and enrolled in the College of Business Administration, cons. of prog. dir., cons. of Business Career Center.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term, 2022 Fall Term, 2022 Spring Term, 2021 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%202986>)

**BUAD 2987 Applied Business Learning Experience-Grading Period (1 credits)**

S/U grade assessment. Does not fulfill requirements of any major in the College of Business Administration.

*Prerequisite:* BUAD 1987, Soph. stndg. and enrolled in the College of Business Administration, cons. of prog. dir., cons. of Business Career Center, and cons. of Executive Assoc. Dean.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%202987>)

**BUAD 2989 Applied Business Learning Experience - Work and Grading Period (1 credits)**

S/U grade assessment. Does not fulfill requirements of any major in the College of Business Administration.

*Prerequisite:* Enrolled in the College of Business Administration, cons. of progr. dir., cons. of Business Career Center.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term, 2023 Fall Term, 2023 Spring Term, 2022 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%202989>)

**BUAD 3089 Business and the Non-Profit Sector (1-3 credits)**

This course involves business service to a community non-profit organization and benefits the student by supplying direct sustained involvement with non-profit and social service organizations. Students will be expected to apply their business education, especially in their majors, to community and social issues. S/U grade assessment.

*Prerequisite:* Enrolled in Business Administration and Jr. stndg; and cons. of instr.

*Level of Study:* Undergraduate

*Last four terms offered:* 2021 Fall Term, 2020 Spring Term, 2019 Spring Term, 2018 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%203089>)

**BUAD 3399 Applied Business Communication (1-3 credits)**

Students apply written and oral communication skills in discipline-based competitions. Preparation includes analysis of the domestic and global financial markets. Presentation requires real-time application of critical thinking and problem solving skills.

*Prerequisite:* Jr. stndg. and cons. of dept. ch.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term, 2023 Spring Term, 2022 Spring Term, 2021 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%203399>)

**BUAD 3986 Internship Work Period (0 credits)**

SNC/UNC grade assessment.

*Prerequisite:* Soph. stndg., cons. of prog. dir. and cons. of internship dir.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Summer Term, 2023 Summer Term, 2022 Summer Term, 2021 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%203986>)

**BUAD 3987 Internship Work Period (0 credits)**

For students completing a full-time internship during the fall or spring term. Allows students to remain in full-time status for deferment purposes, while completing the internship; however, there is no financial aid provided for this class. SNC/UNC grade assessment.

*Prerequisite:* Cons. of prog. dir. and cons. of internship dir.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Summer Term, 2022 Spring Term, 2021 Spring Term, 2020 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%203987>)

**BUAD 3988 Internship Work Period (0 credits)**

For students completing a full-time internship during the spring or fall semesters, who enroll in no other courses that semester and who will enroll in courses in the subsequent semester, excluding summer. Allows students to maintain full-time student status for loan deferment and to qualify for full-time financial aid while completing the internship. Students completing a full-time Accounting internship should enroll in ACCO 3988. SNC/UNC grade assessment.

*Prerequisite:* Jr. stndg.; cons. of prog. dir.; and cons. of internship dir.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%203988>)

**BUAD 4010 Business in Film (3 credits)**

Consistent with a Jesuit education's focus on discernment and ethics, notable and impactful films (documentary and drama) centrally focused on business will stimulate the student's thinking around broad societal issues as well as personal questions of choices and values. Films will be selected from the 1980's through the present, allowing students to develop a historical context for understanding business themes and ethical considerations. This is an interdisciplinary course with films connecting with various aspects of business including finance, HR, marketing, leadership, selling, economics, and public policy. Weekly reflection papers will encourage students to deeply engage with key themes from the films and relate these themes to their future professional and personal life.

*Level of Study:* Undergraduate

*Marquette Core Curriculum:* Writing Intensive

*Last four terms offered:* 2024 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%204010>)

**BUAD 4931 Topics in Business Administration (1-3 credits)**

Topics vary.

*Prerequisite:* Jr. stndg.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Fall Term, 2023 Spring Term, 2022 Spring Term, 2021 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%204931>)

**BUAD 4986 Business Administration Internship - Grading Period (3 credits)**

S/U grade assessment.

*Prerequisite:* BUAD 3986, cons. of prog. dir. and cons. of internship dir.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term, 2023 Fall Term, 2023 Spring Term, 2022 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%204986>)

**BUAD 4987 Business Administration Internship - Grading Period (3 credits)**

S/U grade assessment.

*Prerequisite:* Jr. stndg., cons. of prog. dir. and cons. of internship dir.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%204987>)

**BUAD 4988 Internship-Grading Period (3 credits)**

For students who completed a full-time internship in the previous semester, excluding summer, and received full-time financial aid for the internship. The grading period is not financial aid eligible, but does count toward the full-time status for tuition and loan deferment purposes. S/U grade assessment.

*Prerequisite:* BUAD 3988; cons. of prog. dir.; and cons. of internship dir.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%204988>)

**BUAD 4989 Internship - Work and Grading Period (3 credits)**

S/U grade assessment.

*Prerequisite:* Soph. stndg.; cons. of prog. director and cons. of the Business Career Center.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term, 2023 Fall Term, 2023 Spring Term, 2022 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%204989>)

**BUAD 4990 Internship - Work and Grading Period for International Students (3 credits)**

Available to Curricular Practical Training eligible international students enrolled with a major in the College of Business Administration, who have completed available 3986/4986/4898 enrollment options and who have continued business-related off-campus internship opportunities. Counts towards the major.

*Prerequisite:* Soph. stndg.; College of Business Administration major, international student status, cons. of the Business Career Center.

*Level of Study:* Undergraduate

*Last four terms offered:* 2024 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%204990>)

**BUAD 4991 Internship - Work Period for International Students (0 credits)**

Available to Curricular Practical Training eligible international students enrolled with a major in the College of Business Administration, who have completed available 3986/4986/4898 enrollment options and who have continued business-related off-campus internship opportunities. Counts towards the major. BUAD 4991 is a 0-credit course offered within the summer term. Credit is earned through enrollment in BUAD 4992 the following term.

Students utilizing Curricular Practical Training through BUAD 4991 must enroll in BUAD 4992 the following term

*Prerequisite:* Soph. stndg.; College of Business Administration major, international student status, cons. of the Business Career Center.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%204991>)

**BUAD 4992 Internship - Grading Period for International Students (3 credits)**

Available to Curricular Practical Training eligible international students who have completed BUAD 4991.

*Prerequisite:* BUAD 4991; Soph. stndg.; College of Business Administration major, international student status, cons. of the Business Career Center.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%204992>)

**BUAD 4995 Independent Study in Business Administration (1-4 credits)**

Faculty-supervised, independent study/research of a specific area or topic in Business Administration.

*Prerequisite:* Cons. of asst. dean.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Spring Term, 2021 Fall Term, 2021 Spring Term, 2019 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%204995>)

**BUAD 5931 Topics in Business Administration (1-3 credits)**

Topics vary.

*Prerequisite:* Admitted to BUAD, ECON or NURS program; or cons. of M.B.A. prog. dir. Prerequisites vary depending on topic.

*Level of Study:* Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%205931>)

**BUAD 6000 Accounting and Finance for the Non-Financial Manager (3 credits)**

Covers the understanding, analyzing, and use of relevant financial information for management decision making. Specific topics include: understanding of financial concepts, statements and information, cost drivers, pricing, profitability, creating value, time value of money, capital budgeting, developing awareness of ethical issues in accounting and financial reporting, evaluating relevant financial information optimizing decision making and effectively communicate financial information and decisions.

*Prerequisite:* Admitted to graduate CCOM, MGMT or SPLE program; or cons. of M.B.A. prog. dir.

*Level of Study:* Graduate

*Last four terms offered:* 2023 Fall Term, 2022 Fall Term, 2021 Fall Term, 2020 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206000>)

**BUAD 6005 Economic Foundations for Marketing Decisions (3 credits)**

Designed for non-MBA students to explore the micro and macroeconomic theories and models that give managers insights and tools to make better marketing decisions. Addresses the cross section of the rational, efficient, upward and downward sloping world of economics and the gritty and often less-than-rational marketing reality of markets and consumers. Provides firm grounding in basic marketing concepts and practices and a quantitative economic framework from which to better understand them. Examines how market imperfections can lead to unethical and long-term, non-profit maximizing marketing decisions.

*Prerequisite:* Admitted to graduate CCOM or MGMT program; or cons. of M.B.A. prog. dir.

*Level of Study:* Graduate

*Last four terms offered:* 2024 Spring Term, 2022 Spring Term, 2021 Spring Term, 2020 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206005>)

**BUAD 6112 Skills: SAS (1 credits)**

Provides a foundation for the use of the statistical software package, SAS, to be used for data analysis, data manipulation, modeling and other advanced statistical techniques. Teaches these techniques through a combination of group instruction, practice using examples and individual instruction.

*Prerequisite:* Admitted to the graduate BUAD, ECON, FINA, MSSC or NURS program; or cons. of M.B.A. prog. dir.

*Level of Study:* Graduate

*Last four terms offered:* 2021 Fall Term, 2018 Fall Term, 2017 Spring Term, 2016 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206112>)

**BUAD 6113 Skills: SPSS (1 credits)**

Familiarizes students with the features of SPSS statistical package and how to use SPSS in data analysis. However, it is not intended to teach the various statistical techniques. There is a basic level discussion of topics such as an overview of SPSS, creating SPSS datasets, modifying data values (recode, compute, sort, split data files, concatenate data files, create multiple response sets), statistical procedures, creating and modifying legacy charts as well as interactive charts, reading non-SPSS data files and converting them into SPSS data files. A number of data analysis assignments/problems are given which require application of SPSS.

*Prerequisite:* Admitted to the graduate BUAD, ECON, FINA, MSSC or NURS program; or cons. of M.B.A. prog. dir.

*Level of Study:* Graduate

*Last four terms offered:* 2020 Fall Term, 2019 Fall Term, 2017 Fall Term, 2016 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206113>)

**BUAD 6118 Skills: Data Visualization (1 credits)**

Students work on several data visualization applications involving reading and combining data from different sources, creating filters and hierarchies, working with visual graphics (e.g., bar charts, line charts, sparklines, box plots, heat maps, tree maps, scatterplot matrices, geographical maps, waterfall charts, bubble plots with animation, dashboards), and text visualization tools (word clouds, concept link diagrams).

*Prerequisite:* Admitted to graduate BUAD, ECON, FINA, NURS program; or cons. of M.B.A. prog. dir.

*Level of Study:* Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206118>)

**BUAD 6931 Topics in Business Administration (1-3 credits)**

Topics vary.

*Prerequisite:* Admitted to graduate BUAD, ECON, FINA, or NURS; or cons. of M.B.A. prog. dir. Prerequisites vary depending on topic.

*Level of Study:* Graduate

*Last four terms offered:* 2022 Spring Term, 2017 Fall Term, 2017 Spring Term, 2016 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206931>)

**BUAD 6933 Exchange/University of Wisconsin-Milwaukee (1-3 credits)**

In conjunction with the exchange program established between Marquette University and the University of Wisconsin-Milwaukee, students may enroll in a pre-approved graduate level course at the school while enrolled in a master's program in the Graduate School of Management. The visiting school's course title and credits are identified by this exchange course. A maximum of two of these exchange courses for a maximum of 6 credits may be included in the required minimum course work for the student's program of study at Marquette University. This course extends beyond the Marquette term; students receive an IC grade initially. The IC will be changed to an A-F grade at the end of the course.

*Prerequisite:* Cons. of M.B.A. prog. dir.

*Level of Study:* Graduate

*Last four terms offered:* 2023 Fall Term, 2023 Spring Term, 2019 Fall Term, 2015 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206933>)

**BUAD 6986 Internship in Business Administration (1-3 credits)**

Directed work in business under the supervision of a working professional in a business environment. Requires faculty supervisor. A maximum of 3 credits of internship apply toward degree requirements.

*Prerequisite:* Admitted to the MBA program; completion of 15 credits MBA program credits; and cons. of M.B.A. program director.

*Level of Study:* Graduate

*Last four terms offered:* 2024 Spring Term, 2023 Fall Term, 2023 Summer Term, 2022 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206986>)

**BUAD 6987 Internship Work Period (0 credits)**

Full-time directed work in accounting under the supervision of a working professional in the area of accounting. Requires faculty supervisor. Must have approved academic component and approved total work hours. Maximum of 3 credits of internship may apply toward degree requirements. (Full-time equivalency for financial aid, zero credits for academics/tuition.) SNC/UNC grade assessment.

*Prerequisite:* Admitted to the graduate BUAD program; completed 15 credits in program; cons. of M.B.A. prog. dir. SNC/UNC grade assessment.

*Level of Study:* Graduate

*Last four terms offered:* 2018 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206987>)

**BUAD 6988 Internship Grading Period (3 credits)**

Grading for preceding internship work assignments is accomplished by review of Employer Evaluation Forms, Work Exit Reports and other materials as required during each term in school following a work period. (3 credits for academics/tuition; not financial aid eligible.)

*Prerequisite:* BUAD 6987.

*Level of Study:* Graduate

*Last four terms offered:* 2018 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206988>)

**BUAD 6995 Independent Study in Business (1-3 credits)**

Faculty-supervised, independent study/research of a specific area or topic in Business Administration.

*Prerequisite:* Cons. of M.B.A. prog. dir.

*Level of Study:* Graduate

*Last four terms offered:* 2023 Spring Term, 2021 Spring Term, 2020 Spring Term, 2019 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%206995>)

**BUAD 9970 Graduate Standing Continuation: Less than Half-Time (0 credits)**

Fee. SNC/UNC grade assessment. Designated as less than half-time status only, cannot be used in conjunction with other courses, and does not qualify students for financial aid or loan deferment.

*Prerequisite:* Cons. of GSM.

*Level of Study:* Graduate

*Last four terms offered:* 2020 Fall Term, 2020 Spring Term, 2019 Fall Term, 2019 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%209970>)

**BUAD 9976 Graduate Assistant Research: Full-Time (0 credits)**

Fee. SNC/UNC grade assessment. Designated as full-time status. If a student is already registered in other courses full time, this continuation course is not needed.

*Prerequisite:* Cons. of GSM.

*Level of Study:* Graduate

*Last four terms offered:* 2023 Fall Term, 2023 Spring Term, 2022 Spring Term, 2021 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=BUAD%209976>)