

Specialized Methods & Techniques

Each major department offers a series of courses designed to acquaint the student with various applications of the professional specialty. In the Biology program this requirement is fulfilled by satisfactory completion of one of the following Biology electives: BY 2001 Botany; BY 2223 Comparative Anatomy; BY 2004 Genetics Laboratory.

Employment Program

BY 2370 Employment Program

Each student in Biology is required to spend 24 weeks (960 hours) in approved jobs related to the student’s major. Registration for the Employment Program must occur prior to the beginning of the relevant experience. Registration materials are available from Career Services, located in Segal Hall. 24 weeks of On-the-Job-Training—4 credits



Faculty:
 Garry Flower, Chairperson
 David S. Beck
 Thomas W. Kennedy Jr.
 Dominic A. Montileone
 Elmer G. Reiter, Jr.
 A. Anthony Rohach
 Lawrence B. Stelmach
 George F. West

Business Administration is a broad, comprehensive career program that deals with the science and art of managing the human, physical and economic resources of a business enterprise. As a science and art, it deals with principles, concepts, and practices that influence the activities of finance, production, personnel, distribution and marketing. Emphasis is placed on management’s ability to analyze, plan, motivate, coordinate and control the varied activities necessary for effective and successful operation of a business organization.

In addition to going on for a Master’s in Business Administration, DelVal business graduates have found positions as: Commercial Loan Analyst, Owner/Operator of a Business, Accountant, Compliance Specialist, Credit Associate, Supervisor, Office Manager, Bankers, Auditor, and Manager Positions.

The total number of credits required for graduation with a degree in Business Administration is 126 plus 4 credits earned for successful completion of the Employment Program.

Recommended Course Sequence

Freshman Year

First Semester

Course No.	Course Title	Credits	Hours
BA 1005	Introduction to Business	3	(3-0)
EN 1101	English I or		
EN 1111	Advanced English I	3	(3-0)
MP 1102	College Algebra or		
MP 1203	Elementary Functions	3	(3-0)
IT 1011	Information Technology		
	Concepts	1.5	(1.5-0)
IT 1012	Computer Applications	1.5	(1.5-0)
BY 1115	Natural Science I*	3	(3-0)
PE 1109	Physical Education I	1	(0-2)

Second Semester

IT 1031	Intermediate Computer Applications	3	(3-0)
LA 2040	Modern History of Western Societies	3	(3-0)
EN 1201	English II or		
EN 1211	Advanced English II	3	(3-0)
MP 1203	Elementary Functions or		
MP 1204	Calculus I	3-4	(3 or 4-0)
BY 1216	Natural Science II*	3	(3-0)
PE 1209	Physical Education II	1	(0-2)

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Employment Program

BA 2370	Employment Program	1-2	
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*Student may substitute two semesters of Introductory Biology, Chemistry, or Physics with the permission of the Department Chairperson.

Sophomore Year

First Semester

Course No.	Course Title	Credits	Hours
LA 2005	Speech	3	(3-0)
BA 2123	Principles of Accounting I	3	(3-0)
MP 2114	Business Statistics I	3	(3-0)
BA 2161	Business Law I	3	(3-0)
BA 2008	Macroeconomics	3	(3-0)

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Second Semester

BA 2224	Principles of Accounting II	3	(3-0)
MP 2214	Business Statistics II	3	(3-0)
EN 2226	Business Communications	3	(3-0)
BA 2261	Business Law II	3	(3-0)
BA 2210	Microeconomics	3	(3-0)

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Employment Program

BA 2370	Employment Program	1-2	
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Junior Year

First Semester

Course No.	Course Title	Credits	Hours
BA 2017	Principles of Marketing	3	(3-0)
BA 3127	Finance	3	(3-0)
BA 3129	Operations Management	3	(3-0)
LA 3032	American History and Government Since 1933	3	(3-0)
BA 3028	Supervision and Management	3	(3-0)

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Second Semester

BA 3126	Fundamentals of Investing	3	(3-0)
LA 1060	Introduction to the Arts	3	(3-0)
EN 2028	Introduction Literature	3	(3-0)
BA 3027	Human Resource Mgt. Electives	3	(3-0)
		6	

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Senior Year

First Semester

Course No.	Course Title	Credits	Hours
BA 4132	Industrial Relations	3	(3-0)
LA 4037	Non-Western Societies Philosophy/Psychology/Sociology Area	3	(3-0)
	Electives	6	

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Second Semester

BA 4244	Management Seminar	3	(3-0)
BA 4236	Taxes	3	(3-0)
BA 4239	International Trade	3	(3-0)
LA 4038	Cultural Enrichment	1	
	Electives	6	

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Majors within Business Administration

In addition to the standard program previously outlined, the Business Administration Department offers its students ten elective major tracks. Students selecting a major area must complete the major program courses listed, the Business Core Requirements, and credits of required free electives. Students from other majors who wish to pursue any of these business majors must have the permission of the Business Administration Department Chairperson and must complete the Business core requirements.

Business Core Requirements

Course No.	Course Title	Credits	Hours
BA 1005	Introduction to Business	3	(3-0)
IT 1031	Intermediate Computer Applications	3	(3-0)
BA 2008	Macroeconomics	3	(3-0)
BA 2017	Principles of Marketing	3	(3-0)
MP 2114	Business Statistics I	3	(3-0)
BA 2123	Principles of Accounting I	3	(3-0)
BA 2161	Business Law I	3	(3-0)
BA 2210	Microeconomics	3	(3-0)
MP 2214	Business Statistics II	3	(3-0)
BA 2224	Principles of Accounting II	3	(3-0)
EN 2226	Business Communications	3	(3-0)

BA 2261	Business Law II	3	(3-0)
BA 3027	Human Resource Mgt.	3	(3-0)
BA 3028	Supervision and Management	3	(3-0)
BA 3127	Finance	3	(3-0)
BA 3129	Operations Management	3	(3-0)
BA 4236	Federal Income Tax	3	(3-0)
BA 4239	International Trade	3	(3-0)
BA 4244	Management Seminar	3	(3-0)

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Major in Accounting

This major involves the following courses in addition to the minimum accounting requirement (Principles of Accounting I and II, and Taxes) for all Business Administration majors. Students who complete this major are qualified to sit for CPA examinations in Pennsylvania.

The American Institute of Certified Public Accountants require 150 credit hours for the CPA. Accounting majors at DelVal are required to complete only 130 credit hours. To reach the requirements of the national organization, accounting majors can complete the remainder of the CPA credit hours in the LaSalle MBA program or any other MBA program. If the DelVal accounting major has a 3.00 GPA and a 3.00 in nine specific DelVal courses, you can earn an MBA from LaSalle by completing 33 credit hours of required courses, only 13 credits beyond the CPA requirements.

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
BA 3138	Intermediate Accounting I	3	(3-0)
BA 3209	Auditing	3	(3-0)
BA 3239	Intermediate Accounting II	3	(3-0)
BA 4036	Federal Corporate Income Tax or		
BA 4143	Computerized Accounting	3	(3-0)
BA 4144	Advanced Accounting	3	(3-0)
BA 4242	Cost Accounting	3	(3-0)
	Electives	6	
		24	

Major in E-Business

This major prepares the student for career opportunities throughout the total electronic environment including but not limited to web security, database system networking, marketing, sales and promotion. It also plays a role in international, legal and ethical decision-making. Finally, all future business owners will benefit from this experience.

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
BA 3128	E-Business	3	(3-0)
BA 3218	Principles of On-Line Marketing	3	(3-0)
IT 2118	Web Programming and Design	3	(3-0)
IT 2218	Advanced Web Programming	3	(3-0)
IT 3119	Web Security	3	(3-0)

IT 3222	Database Design	3	(3-0)
IT 4109	Data Communication	3	(3-0)
IT 4235	Computer Networks	3	(3-0)

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Major in General Business Administration

This major offers the following credits in Business Administration beyond the Business core requirements.

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
BA 3126	Fundamentals of Investing	3	(3-0)
BA 4132	Industrial Relations	3	(3-0)
	Electives	18	
		24	

Major in Management Information Systems

This major offers the following credits in information systems courses beyond the Business core required of all Business Administration majors.

Information Systems

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
IT 2216	Introductory Programming	3	(3-0)
BA 3023	E-Commerce	3	(3-0)
IT 3103	Information Systems	3	(3-0)
IT 3104	Database Management	3	(3-0)
IT 4109	Data Communications	3	(3-0)
IT 4146	Systems Analysis and Design	3	(3-0)
IT 4235	Computer Networks	3	(3-0)
	Electives	3	
		24	

Major in Financial Services

This major offers traditional finance and applied financial management courses. The emphasis is on applied financial understanding, financial problem solving and the marketing of financial services. The major offers the following credits in finance courses beyond the Business core of all Business Administration majors.

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
BA 3034	Real Estate Fundamentals	3	(3-0)
BA 3049	Financial Institutions	3	(3-0)
BA 3126	Fundamentals of Investing	3	(3-0)
BA 3232	Marketing Financial Services	3	(3-0)
BA 3240	Risk Management Insurance	3	(3-0)
BA 4119	Estate Planning	3	(3-0)
BA 4235	Financial and Retirement Planning	3	(3-0)
	Electives	3	
		24	

Major in Food Service Management

Currently, the job market is desperate for four year graduates in Food Service Management. A Business Degree in Food Service Management qualifies you to work in contract food service, corporate restaurants and chains, food manufacturing, supermarket management, the non-alcoholic beverage and snack industry, the wine spirits and beer production/distribution management.

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
FS 3225	Purchasing, Storage, and Handling of Foods	3	(3-0)
FS 3226	Service Systems Management	3	(3-0)
FS 3227	Food Service Accounting and Cost Control	3	(3-0)
FS 4229	Food Service Marketing Strategy	3	(3-0)
FS 4232	Legal Aspects of Food Service Management	3	(3-0)
	Electives	9	
		24	

Major in Management

This major offers the following credits in management courses beyond the Business core.

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
BA 3008	Organizational Theory and Development	3	(3-0)
BA 3126	Fundamentals of Investing	3	(3-0)
IT 3103	Information Systems	3	(3-0)
BA 3229	Organizational Behavior	3	(3-0)
BA 4132	Industrial Relations	3	(3-0)
IT 4146	Systems Analysis	3	(3-0)
	Electives	6	
		24	

Major in Marketing

This major offers the following credits in marketing courses beyond the Business core in marketing (Principles of Marketing) that is required of all Business Administration majors.

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
BA 3016	Consumer Behavior	3	(3-0)
BA 3023	E-Commerce	3	(3-0)
BA 4041	Marketing Research	3	(3-0)
BA 4044	Marketing Management	3	(3-0)
BA 4146	Sales	3	(3-0)
BA 4247	Advertising	3	(3-0)
	Electives	6	
		24	

Major in Sports Management

This major offers the following courses in sports management beyond the business core requirements of all Business Administration Majors.

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
BA 3131	Sports Management and Leadership	3	(3-0)
BA 3233	Sports Facilities	3	(3-0)
BA 3235	Sports Law	3	(3-0)
BA 4047	The Governance of Sports in a Global Community	3	(3-0)
BA 4142	Sports and Media Relations	3	(3-0)
BA 4143	Sports Marketing	3	(3-0)
BA 4241	Financing Sports Operations	3	(3-0)
	Electives	3	
		24	

Major in Senior Care Management

This major prepares the student to sit for the licensing examination of the Pennsylvania State Board of Nursing Home Administrators. The successful completion of the licensing requirements entitles the applicant to serve, act, practice, and otherwise hold himself/herself as a licensed Nursing Home Administrator.

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
BA 3150	General Administration of Senior Care	3	(3-0)
BA 3251	Clinical Aspects of Aging	3	(3-0)
BA 4152	Social Aspects of Aging	3	(3-0)
BA 4153	Fiscal Issues in Senior Care	3	(3-0)
BA 4254	Regulatory Issues of Senior Care	3	(3-0)
BA 4255	Residential Services for Seniors	3	(3-0)
	Electives	6	
		24	

Course Descriptions

BA 1005 Introduction to Business

This course is designed to give the student a basic over view of the organization and management of the enterprise. The course includes a study of the characteristics of economic systems; the nature and functions of management; and the basic organizational functions of finance, marketing, operations, and human resources. 3 hours Lecture and Discussion—3 credits

BA 2008 Macroeconomics

Course provides students with a background to understand the nature, forces, behaviors and institutions that comprise the US economic system. The student is introduced to economic thinking, concepts, principles, laws and models found in the field of macroeconomics. Students explore macroeconomics through topics and their related issues. Some topics studied are: economic systems, market system, demand and supply, functions of private and public sectors in the US economy, National Income Accounting, Business Cycle: unemployment, inflation, and growth, Employment Theory, Fiscal Policy, money and banking and monetarism. 3 hours Lecture and Discussion—3 credits

BA 2017 Principles of Marketing

Management of the marketing functions, including marketing research, product planning, distribution channels, pricing, promotion, personal selling and advertising. New techniques and trends in marketing, as well as governmental rules and regulations will be examined. Emphasis is on consumer and industrial markets. Prerequisite: Junior Status. 3 hours Lecture and Discussion—3 credits

BA 2123, 2224 Principles of Accounting I and II

These two courses in principles of accounting present accounting principles and practices at the basic level. Sole proprietorship, the accounting cycle, journals, internal control, receivables, inventories, vouchers, depreciation and financial statements are among the topics covered in the first part. To emphasize the role of accounting in decision making a practice set is included in Accounting I. For Accounting II, corporations, partnerships, cost accounting, budgeting, statement analysis, fund flow analysis, and taxes are among the topics covered. Students review business financial statements and analyze reports. Ethics – the professional standards of conduct are emphasized in both courses. The importance of proper ethical conduct by all businessmen and women, in particular accountants, makes the business system work. The introduction of International Accounting Standards is discussed. Prerequisite: Principles of Accounting I is a prerequisite for Principles of Accounting II. 3 hours Lecture and Discussion each—3 credits each

BA 2161, 2261 Business Law I and II

The first course introduces the student to the legal and social environment of business, contracts, personal property and bailments, sales and personal property. The second course stresses commercial paper, debtor – creditor relations, risk management, agency and employment, legal forms of business organization, real property and estates. Prerequisite: Business Law I is a prerequisite for Business Law II, or permission of the instructor. 3 hours Lecture and Discussion each—3 credits each

BA 2210 Microeconomics

The emphasis of this course is on understanding decisions that individuals and business's make in the modern economy. An analysis of different market structures is explored using such tools as economic cost and profit, and marginal analysis. Additionally, a detailed look at the government's interactive role with the economy is explored. 3 hours Lecture and Discussion—3 credits

BA 2225 Accounting Fundamentals

This course presents accounting fundamentals at the basic level. It is designed to meet the needs of non-business majors who require an understanding of accounting practices. Topics covered include the accounting cycle, journals, receivables, inventories, depreciation and financial statements. Discussions will also introduce partnerships and corporations. One of the objectives of this course is to provide the "Big Picture" while meeting the objective of a first course in accounting identified by the Accounting Education Change Commission. The importance of ethical conduct is discussed and problems are included to have students make judgments of ethical conduct. This course is not available to students in the Business Administration Department. 3 hours Lecture and Discussion—3 credits

BA 3008 Organizational Theory and Development

Advanced in-depth study of the theories, developments and designs of organization. The affects of the internal and external environments on the organization, its systems and the manner in which it conducts its business are explained, as in the continual evolution of its structure. Prerequisite: Introduction to Business and Junior Status. 3 hours Lecture and Discussion—3 credits

BA 3016 Consumer Behavior

A study of the components that influence the consumer decision-making process including an analysis of the marketing process based on an approach that considers the economic, psychological and sociological aspects of consumer behavior. Prerequisite: Principles of Marketing and Junior Status. 3 hours Lecture—3 credits

BA 3023 E-Commerce

This course explores contemporary issues of E-Commerce / Business to Business, and also instructs students on the use of web development tools. This course is a balance between business concepts and computer applications. Prerequisites: Introduction to Computers, Microcomputer Applications and Junior status. 3 hours Lecture-3 credits

BA 3027 Human Resource Management

This course is a study of the environment of the human resource (personnel) function, its legal aspects, planning and recruiting, training and career development, compensation systems, safety and health, motivation and communication, and labor / management relations. Prerequisite: Junior status. 3 hours Lecture and Discussion—3 credits

BA 3028 Supervision and Management

This course is designed to enhance the supervision and management skills and competencies of the participant. The course provides the individual with knowledge, models, skills and understandings needed for effective supervision and management of the work environment and workforce. The supervisor's role in the organization's operation is the course's focus. Prerequisite: Junior status. 3 hours Lecture and Discussion—3 credits

BA 3034 Real Estate Fundamentals

The purpose of the course is to acquaint the student with the fundamentals of the real estate business. The course includes the economics and social importance of real estate, the history of land tenure, the origin of land titles, and the concepts of real property. Instruction is given in the meaning of real estate law as it pertains to deeds and mortgages, interest in real estate and how title is transferred. Special emphasis is given to the preparation of the Pennsylvania Realtor's Association's standard Agreement of Sale form, and real estate financing and settlement charges. The student is further instructed in real estate brokerage, listing, selling, the ethics of the real estate profession, and the rules and regulations on licenses and Agreements of Sale as prescribed by the Pennsylvania Real Estate Commission. Prerequisite: Junior Status. 3 hours Lecture—3 credits

BA 3049 Financial Institutions

This course ties together the concepts that were first learned in economics and finance. It focuses on the roles of various institutions (stock exchanges, insurance companies, banks, investment banks and brokerages) and the role of the Federal Reserve in creating money and managing the economy. The two newest trends of securitization and globalization are analyzed. Prerequisite: Macroeconomics and Finance. 3 hours Lecture and Discussion—3 credits

BA 3126 Fundamentals of Investing

This course will introduce the student to various investing philosophies, types of investments, analytical tools for evaluating investments, and portfolio development. This course will develop these topics using the text, on-line financial sites, and simulated stock market activities. Prerequisite: Principles of Accounting II and Finance. 3 hours Lecture and Discussion—3 credits

BA 3127 Finance

The focus of this course is to develop a working knowledge of financial statements, the cost of money, the trade-off between risk and return, the time value of money and the valuation techniques for stocks and bonds. The completion of this course will provide the student with a knowledge base to move on to more complex areas of finance, investments and financial planning. Prerequisite: Principles of Accounting II, Business Statistics I and Junior status. 3 hours Lecture and Discussion—3 credits

BA 3128 E-Commerce/Business-to-Business

This course's objective is to provide the student the basic principles of electronic commerce. It focuses on the foundation of electronic commerce and how electronic commerce has effected the business environment. The student will learn applications and new technologies for business-to-business electronic commerce. Prerequisite: Familiar with Windows Operating System. 3 hours Lecture and Discussion—3 credits

BA 3129 Operations Management

A study of the analyzing, planning, organizing, controlling and operating functions of the executive involved in the operations part of the business. Prerequisite: Microeconomics, Principles of Accounting II, Business Statistics II and Junior status. 3 hours Lecture and Discussion—3 credits

BA 3131 Sports Management and Leadership

This course is designed to give the student a basic overall understanding of the information needs of the sports manager. This course includes a study of the evolution and scope of sport management sports ethics, tort and civil liability, facilities management, sports marketing, and the basic techniques of sports economics, budgeting and financing. Prerequisites: Introduction to Business and Junior status. 3 hours Lecture and Discussion-3 credits

BA 3138, 3239 Intermediate Accounting I and II

These two courses in intermediate accounting present accounting procedures and theories beyond the principles level. A review of the accounting cycle, preparation of financial statements, analysis of transactions, plant and equipment theory, assets and debits, capital stock and surplus, error correction, and financial statement analysis are among the topics presented in both parts. The new requirements under the Sarbanes-Oxley Act, that will combat fraud and poor reporting practices are discussed. Ethics—the professional standards of conduct are emphasized in both courses. Prerequisites: Principles of Accounting II for Intermediate Accounting I, Intermediate Accounting I for Intermediate Accounting II. 3 hours Lecture and Discussion each—3 credits each

BA 3141 Small Business Management

A practical, applied and conceptual approach to organizing and operating a small business. Course emphasis is on understanding business operations by working with exercises and problems that present themselves in small business operations. The student will present his/her business plan to the class. Prerequisite: Junior status. Suggested: Accounting Fundamentals and Microcomputer Applications. 3 hours Lecture, Discussion and Problem Solving—3 credits

BA 3150 General Administration of Senior Care

A study of current trends in the long term care industry. This course will cover the areas of administration such as operations, finance, marketing, public relations, legal issues, strategic planning, support services, and regulatory issues. Prerequisite – Junior status. 3 hours Lecture and Discussion —3 credits each

BA 3209 Auditing

This course presents a conceptual approach to auditing for those students planning to enter the public accounting field or who intend to work in private or commercial accounting. It outlines audit techniques, the philosophy and environment of auditing, the standards required, and the professional ethical and the legal liability of the auditor. To make the content practical and contemporary a case study is included. Prerequisites: Intermediate Accounting II and Junior status. 3 hours Lecture—3 credits

BA 3218 Principles of On-Line Marketing

The course objective is to provide the student with the basic principles of Internet planning and marketing. Marketing plan implementation issues are discussed through the use of Internet research. A marketing plan presentation is required using the context of the entire course program. Prerequisite: Familiar with Windows Operating System and have some knowledge of marketing. 3 hours Lecture and Discussion – 3 credits

BA 3229 Organizational Behavior

This course is designed to introduce students to theories, concepts and exercises concerning individual and group behavior in an organizational context and environment. Topics included are: motivation, group process and dynamics, interpersonal communications and influence, leadership and reward, and managing conflict and change. Classroom activities will exemplify the managerial setting and environment. Prerequisite: Human Resource Management or Supervision and Management and Junior status. 3 hours Lecture and Discussion—3 credits

BA 3232 Marketing Financial Services

This course explores the nature of service marketing and how it differs from product marketing. The concepts of tangibility, pricing, simultaneity, segmentation and planning will be covered. The make-up of the financial services industry will be reviewed. At the completion of this course, the student will be able to prepare a full marketing plan for a financial service business. Prerequisite: Principles of Marketing, Financial Institutions. 3 hours Lecture and Discussion—3 credits

BA 3233 Sports Facility Planning and Management

A study of the planning and the managing of a sports facility; the promotion of the facility image, and the assessment of an actual event from event planning through to box office management. Prerequisite: Junior status. 3 hours Lecture and Discussion-3 credits

BA 3235 Sports Law

This course gives the students an overall understanding into the field of the legal process within the sports enterprise, as it relates to contract, tort, constitutional, antitrust and labor laws. Topics covered include The NCAA, global amateur sports, women sports, player agents and criminal racial and social issues. Prerequisites: Business Law I & II and Junior status. 3 hours Lecture & Discussion-3 credits

BA 3240 Risk Management and Insurance

Course covers the basic ideas, problems, and principles found in all types of modern insurance and other methods of handling risk. It emphasizes the fundamental unifying elements of risk and insurance. It focuses on critical thinking and problem solving as it pertains to the problem of risk and insurance. Prerequisite: Junior status. 3 hours Lecture and Discussion—3 credits

BA 3251 Clinical Aspects of Aging

A study of the aging process and age related changes of the body. Physiological issue of aging will be explored. This course will explore issues in mobility, cardiovascular, respiratory and nervous systems, cognitive process, intelligence and etc. Prerequisite – Junior status 3 hours Lecture and Discussion-3 credits

BA 4016 Senior Special Topics

An independent study course for degree candidates with senior standing who wish, with the approval of the Department Chairperson, to investigate special business topics in depth. Prerequisite: Senior status. 1-3 credits

BA 4036 Federal Corporate Income Tax

This course is an introduction to federal taxation as it applies to corporations. The course will cover corporate formations, operations, capital structure, liquidation, pass-through entities such as partnerships and S corporations will be studied as compared to the traditional C corporate structure. Prerequisites: Principles of Accounting I and II, and Taxes. Offered in the Evening only. Senior status. 3 hours Lecture and Discussion—3 credits

BA 4041 Marketing Research

Focus on the marketing research process as an aid in marketing decision making. Defining marketing problems, identifying marketing information needs, developing methods to gather information, and applying research results to marketing problems. Prerequisites: Principles of Marketing and Business Statistics I. Required for Marketing major and Senior status. 3 hours Lecture—3 credits

BA 4043 Professional Development Seminar

A weekly series of workshops presented by local employers to help students prepare for their transition from college to a career in business, education and government. The student will enhance their professional development skills which are necessary to be successful in today's competitive workplace. Prerequisite: Senior status. 1 hour Lecture and Discussion—1 credit

BA 4044 Marketing Management

This course studies the strategies used by marketing managers to solve business problems. Case studies and computer simulations are learning tools used to make marketing decisions by analyzing constraints and opportunities and formulate marketing plans.

Prerequisite: Principles of Marketing and Junior/Senior status.
3 hours Lecture and Discussion—3 credits

***BA 4047 The Governance of Sports
in a Global Community***

Advanced in-depth study of the governing organization of sports at all levels in the global community. Selected topics include international sport governance, the Olympic movement, national sport policies, and the selection process at international sporting events. Prerequisite: Junior status. 3 hours Lecture & Discussion-3 credits

BA 4119 Estate Planning

This course introduces the student to the process of developing an estate plan. The course investigates why there is a need for estate planning, identifies possible goals of the plan and explains techniques commonly used to achieve these goals. The probate process, the Federal Unified Tax System, gift taxation, trusts, marital deductions, bypass planning, and postmortem planning techniques will be addressed. Prerequisite: Business Law I and II and Taxation. 3 hours Lecture and discussion – 3 credits

BA 4132 Industrial Relations

A study of current labor/management relations, federal labor law, and a summary of labor history and labor economics. Special emphasis and a simulation regarding collective bargaining is included. Prerequisite: Human Resource Management, and Senior Status or approval of Instructor. 3 hours Lecture and Discussion—3 credits

BA 4142 Sports and Media Relations

This course is designed to provide the student an overview of the mass media industry as they interface with the sport industry. Selected areas covered in the course are the following: writing the basic news release, dealing with the press, accumulation of statistics, distribution of sport news and the creation of a special event. Prerequisites: Principles of Marketing and Junior Status. 3 hours Lecture and Discussion-3 credits

BA 4143 Computerized Accounting

This course is designed to provide the student with introductory knowledge of the basic set-up and operations of a computerized accounting software package. Upon completion of the course students should have the technical skills necessary to perform the accounting functions necessary for a small to medium size company. Prerequisite: Principles of Accounting I and II or Fundamentals of Accounting and Introduction to Computers. 3 hours Lecture and Discussion – 3 credits

BA 4144 Advanced Accounting

This course in Advanced Accounting presents techniques and theories beyond the intermediate level. It equips the student to analyze accounting information in business activity. Partnerships, managerial, government accounting, liquidation, and parent and subsidiary accounts are among the topics discussed. Prerequisite: Intermediate Accounting II and Junior status.
3 hours Lecture and Discussion—3 credits

BA 4145 Sports Marketing

A study of the basic principles of marketing and how it applies to sport, leisure and recreation. Topics covered are the sport marketing theory, marketing information systems, distribution in the sports industry, and promotion in a sports environment. Prerequisites: Principles of Marketing and Junior status.
3 hours Lecture and Discussion-3 credits

BA 4146 Sales

This course deals with the behavioral science approach to vendor/vendee relations. Problems concerning communication, organization, and motivation are discussed. Heavy emphasis is placed on understanding the selling process through person-to-person and group selling situations. This course also includes the use of case studies and role play exercises. Elective course for Business Administration majors and other students. Prerequisite: Principles of Marketing and Junior status. 3 hours Lecture and Discussion—3 credits

BA 4152 Social Aspects of Aging

This course will provide the student current information on adult development in the social and technological environments. Areas to be covered are sensation and perception, memory theories of life span development, relationships and interpersonal behavior, work and retirement stress and coping, and death and dying and etc. Prerequisite – Senior status
3 hours Lecture and Discussion—3 credits

BA 4153 Fiscal Issues of Senior Care

The objectives of this course is to provide the student with alternatives to funding long term care services together with an overall view of financial management in health care organization. Covered topics will include: Government and third party reimbursement, budgeting and accounting. Prerequisite – Senior status
3 hours Lecture and Discussion—3 credits

BA 4233 Personal Finance

This course introduces the student to the concepts, tools, and applications of personal finance and investments. It assumes little or no prior knowledge to this subject matter and focuses on helping the student understand the process of financial planning and the logic that drives it. For many students, this course is their initial and only exposure to personal finance. Tools, techniques, and equations are easily forgotten but logic and fundamental principles that drive their use, once understood, will stay. These principles become part of the students' "Financial Personality" and are available to help them deal effectively with an ever-changing financial environment. 3 hours Lecture and Discussion—3 credits

BA 4235 Financial and Retirement Planning

This course introduces the student to the process of financial and retirement planning. The course looks into why there is a need for financial planning and explains the process from the data gathering stage through to the monitoring of the final plan. The course focuses special attention on the retirement planning process including sources of retirement funds and evaluating the risk of clients outliving their resources. The course also explains the regulatory and ethical issues around financial planning. Prerequisite: Fundamentals of Investing and Risk Management and Insurance. 3 hours Lecture and discussion – 3 credits

BA 4236 Federal Income Tax

A study of the federal tax system, its history and significant federal legislation. The student reviews individual federal tax returns and tax planning procedures. The influence of taxes on business is also discussed. The student will prepare tax returns on a computer-based package. Prerequisite: Principles of Accounting II and Senior status. 3 hours Lecture and Discussion—3 credits

BA 4239 International Trade

A study of the theory and practice of international trade and its application to current problems and policies, including such topics as tariffs, quotas, international payments, economic unions of foreign states, and foreign exchange. Prerequisite: Microeconomics, Principles of Marketing, Finance and Senior status and completion of all Business core courses or with permission of instructor. 3 hours Lecture and Discussion—3 credits

BA 4241 Financing Sports Operations

A study of financial concepts and their application to the sports environment, including analysis of obtaining public funding through financing sports activities, selling and pricing of sports tickets, sale of licensed products and services, sale of concessions, and exploring types of sponsorship benefits. Prerequisites: Principles of Accounting I and II, Finance and Junior Status. 3 hours Lecture and Discussion-3 credits

BA 4242 Cost Accounting

A study of the various factors in cost relationships that effectively aid management in the efficient operation of business enterprises. Budgets and cost reports for various levels of management. Prerequisite: Junior Status, Accounting I, II. 3 hours Lecture and Discussion—3 credits

BA 4244 Management Seminar

Management Seminar is designed as an advanced capstone course for all business majors. This course represents an opportunity for all business majors to review, extend and apply all previous coursework completed in the business curriculum using strategic planning as a framework. This course will combine theory and practice, and will require active participation in a computer simulation game in which students will develop a cohesive strategy, formulate a business plan, "manage" a company, and report the results to a Board of Directors. Prerequisite: Senior Status. 3 hours Lecture and Discussion—3 credits

BA 4247 Advertising

Planning, implementing, and evaluating advertising and sales promotion activities. Determining advertising objectives, selection of campaign themes and media, evaluating advertisements and campaigns, controlling advertising and promotion expenditures, the client-agency relationship, regulations and the social and economic effects of advertising. Prerequisite: Principles of Marketing. 3 hours Lecture and Discussion—3 credits

BA 4254 Regulatory Issues in Senior Care

The objective of this course is to provide the student with an understanding of the legal system and its interface with the care of seniors. Areas to be covered are malpractice insurance, labor relations, euthanasia, death and dying, nursing and the law, licensure, certification, accreditation, understanding regulations and plans of corrections, and the role of the government in health policy and other pertinent subjects. Prerequisite – Senior status. 3 hours Lecture and Discussion—3 credits

BA 4255 Residential Services in Senior Care

The course will provide the student with an overall analysis of the nursing department, and rehabilitation and restorative nursing of seniors. Areas to be covered are dietary and nutrition, facilities support, health support, rehabilitation services, pharmacy, medical records, social services, and resident rights. Prerequisite – Senior status. 3 hours Lecture and Discussion—3 credits

Specialized Methods and Techniques

Each major department offers a series of courses designed to acquaint the student with various applications of his/her professional specialty. In the Business Administration Program this requirement is fulfilled by satisfactory completion of IT 1011 Information Technology Concepts, IT 1012 Computer Applications and IT 1031 Intermediate Computer Applications.

Employment Program**BA 2370 Employment Program**

Each student in Business Administration is required to spend 24 weeks (960 hours) in approved jobs related to the student's major. Registration for each Employment Program must occur prior to the beginning of a relevant experience. Registration materials are available from Career Services, located in Segal Hall. 24 weeks of On-the-Job Training—4 credits

Associate Degree in Supervision, Administration and Management

This unique two-year degree program is designed specifically to meet the needs of adults who are moving into Supervision, Administration, and Management (SAM) positions or who are seeking to prepare for a career in one of these fields. The curriculum is designed to provide essential concepts, principles and an understanding of how these concepts are influenced, changed and implemented. This degree is only offered through the Evening College.

Banking and Banking Management Specialization

This is a cooperative program in bank management between Delaware Valley College and Bucks County Community College. Participation is based on completing an Associate Degree at the Community College and then transferring to Delaware Valley College.

This program is offered only through the Evening College. For more information, please contact the Director of Continuing Education.

Business Minor

A minor in business is available to students majoring in other disciplines and it includes the courses listed below. Please note that BA 1005, Introduction to Business, is a prerequisite to all advanced management courses.

Students whose major requires one or more of the courses listed below must complete additional Business administration course(s) to earn a total of 15 elective business credits for the Business minor. The following is a suggested course list. The list may be altered when a student has other specific business related goals.

<u>Course No.</u>	<u>Course Title</u>	<u>Credits</u>	<u>Hours</u>
BA 1005	Introduction to Business	3	(3-0)
BA 2161	Business Law I	3	(3-0)
IT 1031	Intermediate Computer Applications	3	(3-0)
BA 2225	Accounting Fundamentals	3	(3-0)
BA 3027	Human Resource Management or		
BA 3028	Supervision & Management	3	(3-0)