

# Business Administration (BA)

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Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

## **BA 1001. Business Seminar I. 1 Credit Hour.**

This course provides students with the foundation necessary for success in college. Students engage in interactive workshops to develop the academic, professional, and life skills required for Fox School of Business students. Topics include: study habits, industry alignment, time management tools, goal setting techniques, financial literacy, embracing/understanding diversity, and university resources. Students work closely with an Academic Advisor to develop an academic plan. NOTE: This course can NOT be taken by juniors or seniors, as the intended audience is new freshman and/or sophomores.

**Repeatability:** This course may not be repeated for additional credits.

## **BA 1002. Business Seminar II. 1 Credit Hour.**

Business Seminar II is a one-credit course that encourages first-year students to discover major interests through applied learning and other career-oriented experiences. The course exposes students to career paths in business and encourages major exploration through discussions with faculty, informational interviews, readings, and opportunities to practice skills needed to become more efficient students. The course will also reintroduce the rigors of higher education. Many topics covered in this course not only apply to your growth as a student, but also to your social and professional development.

**Repeatability:** This course may not be repeated for additional credits.

## **BA 1103. Legal and Ethical Reasoning in Business. 3 Credit Hours.**

Legal and Ethical Reasoning in Business examines how legal and ethical principles guide the decisions of business managers in their capacities as employees, supervisors, professionals and individuals. It explores legal, economic and moral theories of the firm to help managers make legal and ethical decisions, recognizing that some such decisions may not lead to short-term profits. The course provides analysis of useful tools and frameworks for managers that facilitate decision-making consistent with the rules of law, the rules of professional responsibility, expectations of stakeholders, and the policies and values of their firms. In the process of course engagement, students will develop their analytical skills, their written and oral communication skills, and their ability to think critically about some of the most pressing legal and ethical issues in business and society today.

**Repeatability:** This course may not be repeated for additional credits.

## **BA 1901. Honors Research Methods in Business. 1 Credit Hour.**

Students are introduced to a variety of research methods, including online and library research. They also learn the basics of statistical analysis and statistical software. Finally, students receive instruction in writing, with particular attention to how one presents research. This course is restricted to students in the Fox School Research Scholars Program. NOTE: This course is restricted to students in the Fox School Research Scholars Program.

**Course Attributes:** HO

**Repeatability:** This course may not be repeated for additional credits.

## **BA 1903. Honors Legal and Ethical Reasoning in Business. 3 Credit Hours.**

Honors Legal and Ethical Reasoning in Business examines how legal and ethical principles guide the decisions of business managers in their capacities as employees, supervisors, professionals and individuals. It explores legal, economic and moral theories of the firm to help managers make legal and ethical decisions, recognizing that some such decisions may not lead to short-term profits. The course provides analysis of useful tools and frameworks for managers that facilitate decision-making consistent with the rules of law, the rules of professional responsibility, expectations of stakeholders, and the policies and values of their firms. In the process of course engagement, students will develop their analytical skills, their written and oral communication skills, and their ability to think critically about some of the most pressing legal and ethical issues in business and society today.

**Course Attributes:** HO

**Repeatability:** This course may not be repeated for additional credits.

## **BA 2002. Business Transfer Seminar. 1 Credit Hour.**

The Business Transfer Seminar is a one-credit optional course that introduces transfer students to the Fox School of Business and Management and Temple University. Students will be given an opportunity to discover major interests, work on career planning and development and orientate themselves to their new campus. The course will encourage students to explore their individual strengths, engage with faculty, staff and fellow students, and gain new connections on and off campus. Many topics covered in this course not only apply to your growth as a student, but also to your social and professional development.

**Repeatability:** This course may not be repeated for additional credits.

**BA 2101. Professional Development Strategies. 1 Credit Hour.**

Prepare students to enter the internship and permanent job marketplace. Emphasis on career planning, interview preparation (including behavioral event interviewing), expected behaviors and legal issues. Presentation and writing skills will be included. NOTE: It is recommended that all FSBM students take this course as soon as they have completed 45 credit hours.

**Repeatability:** This course may not be repeated for additional credits.

**BA 2104. Excel for Business Applications. 1 Credit Hour.**

The purpose of this online course is to prepare you to use Excel as a tool for solving business problems. You may be familiar with Excel but this course focuses on tools and Excel features that will specifically prepare you for your business courses, job interviews and for your professional life. You will learn how to use Excel efficiently, how to create formulas, use functions, produce and format charts, create reports and Pivot Tables, and use what-if-analysis for managerial decision making.

**Repeatability:** This course may not be repeated for additional credits.

**BA 2196. Business Communications. 3 Credit Hours.**

Business Communications is a writing-intensive workplace-oriented course designed to help students develop and refine the oral, written, and analytical skills necessary to communicate effectively in professional settings. Students will learn to effectively edit their own writing, understand how businesses communicate to an audience, and enhance their presentation and persuasive skills. Teaching method is small group discussion and workshop. NOTE: This course counts toward the university requirement that students complete two writing-intensive courses in their major, and it also counts as a lower level Business Core Course. Students who take this course to fill either requirement need a C- or better for the class to count towards graduation. Students who have earned credit for English 2007 or English 2596 will not earn additional credit for this course.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (BA 1103, BA 1903, HRM 1101, or HRM 1901)

**BA 2501. Turning Numbers into Knowledge: Visualizing Data. 3 Credit Hours.**

Corporations generate oceans of data, and the rate of data production is increasing over time. Human's ability to process this information is constant. How can we deal with this information deluge? Answer: A good visualization can be worth many gigabytes of data. This course will not only teach you about good visualizations, but will also focus on using the right visuals to effectively communicate your message. After completing this course, you will be able to identify the context of the data, select appropriate data and visualization techniques to maximize efficacy, focus your audience's attention, extract information from the data, and make compelling recommendations - really, tell a meaningful story with data. You will practice visualization techniques in a hands-on environment with a variety of datasets and data types, allowing you to quickly make great looking charts and graphs that can be directly applied to real-world situations.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (STAT 2103, STAT 2903, STAT 2104, STAT 2102, STAT 2902, AS 2505 (may be taken concurrently), MATH 3031, or ISE 2101)

**BA 2951. Honors Turning Numbers Into Knowledge: Visualizing Data. 3 Credit Hours.**

Corporations generate oceans of data, and the rate of data production is increasing over time. Human's ability to process this information is constant. How can we deal with this information deluge? Answer: A good visualization can be worth many gigabytes of data. This course not only teaches you about good visualizations but also focuses on using the right visuals to effectively communicate your message. After completing this course, you can identify the context of the data, select appropriate data and visualization techniques to maximize efficacy, focus your audience's attention, extract information from the data, and make compelling recommendations - really, tell a meaningful story with data. You practice visualization techniques in a hands-on environment with a variety of datasets and data types, allowing you to quickly make great looking charts and graphs that can be directly applied to real-world situations.

**Course Attributes:** HO

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (STAT 2103, STAT 2903, STAT 2104, STAT 2102, STAT 2902, AS 2505 (may be taken concurrently), MATH 3031, or ISE 2101)

**BA 2996. Honors Business Communications. 3 Credit Hours.**

Business Communications is a writing-intensive workplace-oriented course designed to help students develop and refine the oral, written, and analytical skills necessary to communicate effectively in professional settings. Students will learn to effectively edit their own writing, understand how businesses communicate to an audience, and enhance their presentation and persuasive skills. Teaching method is small group discussion and workshop. NOTE: This course counts toward the university requirement that students complete two writing-intensive courses in their major, and it also counts as a lower level Business Core Course. Students who take this course to fill either requirement, need a C- or better for the class to count towards graduation.

**Course Attributes:** HO, WI

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (BA 1103, BA 1903, HRM 1101, or HRM 1901)

**BA 3102. Business Society and Ethics. 3 Credit Hours.**

This course challenges students to consider the ethical obligations of corporations and their employees to a wide variety of societal stakeholders. Students are exposed to a broad range of ethical dilemmas that can arise in the business world and are offered the tools and taught the skills to respond to such dilemmas. Most significantly, the course encourages students to critically examine a preeminent societal institution of which they are a part, with the possibility that they can ultimately be forces for positive change.

**Course Attributes:** SI

**Repeatability:** This course may not be repeated for additional credits.

**BA 3103. Integrative Business Applications. 3 Credit Hours.**

This course integrates various functional business disciplines to help the student develop an understanding of business practices. Students will learn to view organizations as integrated systems based on the knowledge accumulated to date in the BBA Core and provide students with an opportunity to address problems faced by organizations from an integrated perspective. This course will bridge the gap between theoretical class work and business practice. NOTE: Students will use business simulation software to allow them to test alternative ways to operate a business in a competitive environment.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (FIN 3101, FIN 3901, FIN 3502, or AS 2503), (MIS 2101 or MIS 2901), (MSOM 3101 or MSOM 3901), and (RMI 2101 or RMI 2901)

**BA 3531. Sustainability on the Ground. 3 Credit Hours.**

Explores how sustainable business practices influence an organization's success by working individually on sustainable projects at a local company in the Philadelphia region. Topics covered include: consulting skills, communication, presentation skills, employee engagement, leadership development, project management and more based on the consulting opportunity provided by the company. This course is available every semester but students should discuss potential projects with the designated faculty member at least the semester before they plan to register. No exceptions will be made to the prerequisites. Note regarding prerequisites: LGLS 3511 is a fall only class. HRM 2511 is a spring only class.

**Course Attributes:** SF, SS

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of D- in HRM 2511 and LGLS 3511.

**BA 3580. Special Topics - Business Administration. 1 to 3 Credit Hour.**

Special topics in current developments in the field of business administration.

**Repeatability:** This course may be repeated for additional credit.

**BA 3581. Co-operative Experience in Business. 3 Credit Hours.**

The course is designed for Fox students who have a full time business co-operative which will take place over a semester, and which requires them to stop attending classes during that semester. NOTE: Arrangements are made through the Center for Student Professional Development. This course is for Fox School of Business undergraduate majors only.

**Repeatability:** This course may be repeated for additional credit.

**BA 3582. Independent Study. 1 to 3 Credit Hour.**

Readings and/or papers in consultation with a faculty member.

**Repeatability:** This course may be repeated for additional credit.

**BA 3591. Directed Business Research. 1 to 4 Credit Hour.**

Directed Business Research provides an individualized method of learning and an in-depth treatment of a topic of interest, while receiving input and supervision from a faculty expert. The course provides hands-on, practical experience working with a Fox School of Business research faculty on an ongoing research project. All students must apply and obtain special approval to be added to the course. This course is primarily designed for students in sophomore and junior years. Exceptional students from other classes may be considered on a case-by-case basis.

**BA 3902. Honors Business Society and Ethics. 3 Credit Hours.**

This course challenges students to consider the ethical obligations of corporations and their employees to a wide variety of societal stakeholders. Students are exposed to a broad range of ethical dilemmas that can arise in the business world and are offered the tools and taught the skills to respond to such dilemmas. Most significantly, the course encourages students to critically examine a preeminent societal institution of which they are a part, with the possibility that they can ultimately be forces for positive change. NOTE: Honors section of Business Administration 3102 (0215).

**Course Attributes:** HO, SI

**Repeatability:** This course may not be repeated for additional credits.

**BA 3903. Honors Integrative Business Applications. 3 Credit Hours.**

This course integrates various functional business disciplines to help the student develop an understanding of business practices. Students will learn to view organizations as integrated systems based on the knowledge accumulated to date in the BBA Core and provide students with an opportunity to address problems faced by organizations from an integrated perspective. This course will bridge the gap between theoretical class work and business practice. NOTE: Honors section of Business Administration 3103. Students will use business simulation software to allow them to test alternative ways to operate a business in a competitive environment.

**Course Attributes:** HO

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (FIN 3101, FIN 3901, FIN 3502, or AS 2503), (MIS 2101 or MIS 2901), (MSOM 3101 or MSOM 3901), and (RMI 2101 or RMI 2901)

**BA 3980. Honors Special Topics - Business Administration. 1 to 3 Credit Hour.**

Honors special topics in current developments in the field of business administration.

**Course Attributes:** HO

**Repeatability:** This course may be repeated for additional credit.

**BA 4101. Global Business Policies. 3 Credit Hours.**

An integrative course that focuses on strategic planning, policy formulation, implementation, and corporate-wide decision making through the use of comprehensive case problems.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (BA 3103 or BA 3903)

**BA 4102. Strategic Management. 3 Credit Hours.**

Strategic Management (BA 4102) is the last required core class in the Fox undergraduate curriculum, culminating the BBA program learning experience. This course introduces the student to the role of the "strategic manager," who is concerned with an organization's challenges and opportunities, and responsible for its overall long-term success. The primary goal of the course is to provide students with the critical thinking skills necessary to function as a strategic manager. The course uses a "tying-it-together" approach providing students with challenges of strategic analysis, formulation, and implementation within the context of the single-business / single market firm, as well as the multi-business / multi-market firm. While the point of view of the decision-maker is that of the top management team (who must be concerned with more than a single functional area), the skills and knowledge developed in this course are relevant to those who head business units, as well as the staff people and consultants who work with the top managers. Just as top managers must integrate and apply the knowledge and competencies from the functional areas across the organization, so too must students integrate and apply the knowledge accumulated from their functional major courses, such as marketing, human resource management, operations, accounting and finance. Whatever your position in an organization, you are likely to be more effective if you understand your organization's strategy and your place in it.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (FIN 3101, FIN 3901, or AS 2503), (BA 1103, BA 1903, LGLS 1101, or LGLS 1901), (MSOM 3101 or MSOM 3901), (BA 2196 or BA 2996), and (RMI 2101 or RMI 2901)

**BA 4901. Honors Global Business Policies. 3 Credit Hours.**

An integrative course that focuses on strategic planning, policy formulation, implementation, and corporate-wide decision making through the use of comprehensive case problems.

**Course Attributes:** HO

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (BA 3103 or BA 3903)

**BA 4902. Honors Strategic Management. 3 Credit Hours.**

The honors equivalent of BA 4102, Honors Strategic Management (BA 4902) is the last required core class in the Fox undergraduate curriculum, culminating the BBA program learning experience. This course introduces the student to the role of the "strategic manager," who is concerned with an organization's challenges and opportunities, and responsible for its overall long-term success. The primary goal of the course is to provide students with the critical thinking skills necessary to function as a strategic manager. The course uses a "tying-it-together" approach providing students with challenges of strategic analysis, formulation, and implementation within the context of the single-business / single-market firm, as well as the multi-business / multi-market firm. While the point of view of the decision-maker is that of the top management team (who must be concerned with more than a single functional area), the skills and knowledge developed in this course are relevant to those who head business units, as well as the staff people and consultants who work with the top managers. Just as top managers must integrate and apply the knowledge and competencies from the functional areas across the organization, so too must students integrate and apply the knowledge accumulated from their functional major courses, such as marketing, human resource management, operations, accounting and finance. Whatever your position in an organization, you are likely to be more effective if you understand your organization's strategy and your place in it.

**Course Attributes:** HO

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (FIN 3101, FIN 3901, or AS 2503), (BA 1103, BA 1903, LGLS 1101, or LGLS 1901), (MSOM 3101 or MSOM 3901), (BA 2196 or BA 2996), and (RMI 2101 or RMI 2901)