

BUSINESS ADMINISTRATION (BA)

Course Descriptions

BA 100 College of Business Foundation 1 Credit Hour

Business Foundations provides an introduction to a variety of topics critical to student success. Topics presented in this class include an overview of the Bachelor of Business Administration, on-campus resources available to ensure student success, academic advising, internships, student organizations, business communication, team membership, and academic integrity.

Restriction(s):

Can enroll if Class is Freshman or Sophomore or Junior
Cannot enroll if Major is

BA 101 Business in Action - Detroit Edition 3 Credit Hours

This course introduces students to the foundations of business with a strong focus on Detroit and its legacy and emerging industries and companies. Through tours, guest speakers, and interactive projects tied to real problems, students explore business disciplines such as marketing, finance, accounting, management, and supply chains while developing practical skills in teamwork, communication, problem solving, ethical decision-making, and personal and professional self-awareness. This offers an engaging entry point for understanding how business operates in the real world. (F, W).

BA 102 Brains, Bots, and Business 3 Credit Hours

This course introduces students to how businesses define, model, and solve problems using generative AI, spreadsheet models, and database software. Drawing on cases from disciplines such as accounting, finance, marketing, supply chain management, and human resources, students will explore business processes and decisions while learning to apply technology tools critically and ethically. Class sessions center on team-based projects that mirror real business challenges, while students learn the software through tutorials. Along the way, students develop essential skills in critical thinking, teamwork, leadership, communication, feedback, and applied ethical judgment, foundations for success in today's business environment. (F, W).

BA 210 Intro to Applied Creativity 3 Credit Hours

This is a course designed for undergraduate students that is aimed at improving their understanding of creativity and creativity problem solving. In addition, students will develop skills and learn methodologies, useful in a variety of contexts, to enhance personal and organizational creativity. Topics include: exploring the need for creativity, identifying specific creative challenges, methodologies to enhance personal and organizational creativity, and applying creativity to daily situations.

Restriction(s):

Can enroll if Class is Sophomore or Junior or Senior

BA 215 Career Planning and Development I 1 Credit Hour

This course provides undergraduate business students with an essential foundation for lifelong career growth. Students will engage in self-exploration and assessment to better understand their unique strengths and interests, enhanced by career exploration activities, including company visits. Listening panels featuring alumni and business professionals expand students' awareness of diverse career options and paths in business. The course guides students through the fundamentals of building strong resumes and effective LinkedIn profiles and introduces key considerations in identifying internship opportunities and essential job skills. Networking strategies and practical exercises will help students prepare for future success. (F, W).

BA 300 Career Planning and Development 1 Credit Hour

This course is designed to provide students with the necessary skills to effectively identify, compete for, and secure career opportunities. Topics include assessment of career interests, exploration of career options, analysis of the job market/trend, effective use of employment search tools, development of job application materials, evaluation of job offers, and successful transition into new jobs or careers. Students will be provided with the opportunity to learn and practice career planning and job search strategies.

Restriction(s):

Can enroll if Class is Sophomore or Junior or Senior
Cannot enroll if Level is
Can enroll if College is Business
Cannot enroll if Major is

BA 305 College to Career Coaching 0 Credit Hours

This course focuses on providing students with an ongoing process to help them develop and apply the skills and knowledge necessary to achieve their career goals. Through this course, eligible BBA students in the College of Business will have the opportunity to work, one on one, with an experienced career coach to enable them to successfully launch their career strategy upon graduation from the BBA program. Coaches actively partner with our students in a thought provoking and creative process that inspires them to maximize their personal and professional potential that helps bridge the gap between classroom knowledge and the realities of the business world.

Prerequisite(s): BA 300 or BI 350 or BI 355

Restriction(s):

Can enroll if Level is Undergraduate
Can enroll if College is Business
Cannot enroll if Major is Prebusiness

BA 315 Career Planning and Development II 1 Credit Hour

This course will focus on helping students update resumes and further develop transferable skills. The course will examine approaches to researching companies and the various roles within companies. Additional topics include business communications, informational interviews, professionalism, and career launch. (F, W).

Prerequisite(s): BA 215

BA 320 Project Management and Leadership Skills 3 Credit Hours

This course is intended to be a team-oriented, problem-based, interdisciplinary course in project management skills. Topics covered will include benefits of project management, definition of a project, development of a project plan, execution of a plan, and management of change. Leadership skills will be emphasized as they relate to conflict resolution, motivating and coaching team members, and listening to team members. Students will complete and present a project plan using the appropriate project management and presentation software. This course may help students prepare for professional certificates related to project management.

Restriction(s):

Can enroll if Class is Junior or Senior

BA 330 Managerial Communication 3 Credit Hours

This course is designed to improve the student's ability to communicate effectively within an organizational setting. Communication theory, strategies, techniques and skills that are essential for success in the business environment will be examined. Specific objectives during the semester will be to examine and improve managerial writing ability and to enhance interpersonal communication skills.

Prerequisite(s): COMP 106 or COMP 220 or COMP 270 or COMP 280 or Composition Placement Score with a score of 40 or Composition Placement Score with a score of 107

Restriction(s):

Can enroll if Class is Junior or Senior

BA 400 Corporate Responsibility 3 Credit Hours

The focus of this writing intensive interdisciplinary course will be on examining the responsibility, if any, that business should have as part of the solution to the challenges of globalization. As part of this examination, the course will focus on corporate responsible behavior and its relationship to corporate governance and maximizing shareholder value. The ethical, business, and legal cases as they relate to corporate responsible behavior in the areas of human rights, labor, environment, and corruption will be examined.

Prerequisite(s): COMP 280 or COMP 106 or COMP 220 or COMP 270 or Composition Placement Score with a score of 40 or Composition Placement Score with a score of 107

Restriction(s):

Cannot enroll if Class is Freshman or Sophomore or Junior
Cannot enroll if Level is Graduate

BA 462 Experiential Projects 1 to 3 Credit Hours

This course is focused on providing a holistic, project-based learning experience. Under the guidance of iLabs leadership, students will work in small groups on applied projects using current industry data. Topics vary based on industry partner needs, but students will use relevant analytical techniques to develop solutions to the industry questions. Weekly coursework will follow a structure where student teams are responsible for the design of data collection, analysis of the data, and presentation of the findings to industry partners. Since the course is built around an experience akin to a consulting project, mentors and the iLabs leadership will help students practice soft skills such as collaboration, communication, leadership, and problem-solving experiences. There is an emphasis of student application of project management techniques in the course. (F, W, S).

Prerequisite(s): DS 301

BA 480 Seminar: Bus Administration 1 to 3 Credit Hours

To provide students with an opportunity for intensive study in current selected areas related to the research activities and/or professional activities of faculty members.

Restriction(s):

Can enroll if Class is Senior

BA 480A Seminar: Bus Administration 3 Credit Hours

Topic: Business Planning. This course aims to be a multidisciplinary seminar that requires students to explore a potentially profitable business idea and to develop an appropriate business plan as a document increasingly adopted for the submission and evaluation of business proposals. The interactive business laboratory will lead students from the assessment of their business idea to the definition of a detailed market research and the description of a trustable strategic planning. Finally, students will be also required to devise an accurate budget and a basic pro-forma financial statement in order to give accounting consistency to the business idea described in the first part of their business plans. Topics covered include: market analysis, strategic planning and organizational structure, cost definition & analysis, break-even point, budgeting and performance representation. (OC)

BA 480D Entre& Comm: Doing Bus in Det 3 Credit Hours

This entrepreneurship class addresses innovation, creativity, and the commercialization process to explore the implementation and feasibility of new business ideas. Topics include opportunity recognition, creativity and design thinking, market assessment, strategic and financial planning. Students will be exposed to resources from urban areas including speakers with experience and expertise in the entrepreneurial community. Students will use events and organizations like Detroit SOUP or Start Garden to understand urban business needs and idea generation. From there they will work in teams developing an understanding of creative thinking, innovation, market assessment and effective communication of business and commercialization opportunities while taking a business idea through an iterative process toward market realization.

Restriction(s):

Can enroll if Class is Junior or Senior

BA 490 Research: Bus Administration 1 to 3 Credit Hours

To provide the advanced student with the opportunity to undertake a research project under the supervision of a faculty member. At least two weeks prior to registration in the term when such a course is to be elected, an interested student must submit to the dean of the school a written request for permission to elect a research course, on a form available in the school office. The request will include a description of the proposed research project. The dean will review the proposal with faculty members to ascertain availability of relevant faculty supervision and to establish appropriate credit.

Restriction(s):

Can enroll if College is Business

BA 491 Business Experiential Learning 3 Credit Hours

Full Course Title: Business Experiential Learning To provide an undergraduate student with the opportunity to undertake a business experiential learning project under the supervision of a faculty member. At least two weeks prior to registration in the term when such a course is to be elected, an interested student must submit to the department chair of the college a written request for permission to elect the experiential learning course, on a form available in the school office. The request will include a description of the experiential learning project. The department chair will review the proposal with faculty members to ascertain availability of relevant faculty supervision and to establish appropriate credit. (F,W,S)

*An asterisk denotes that a course may be taken concurrently.

Frequency of Offering

The following abbreviations are used to denote the frequency of offering:
(F) fall term; (W) winter term; (S) summer term; (F, W) fall and winter terms; (YR) once a year; (AY) alternating years; (OC) offered occasionally