

# BUSINESS ADMINISTRATION (CEP OR VIRTUAL CAMPUS)

## Program Overview

Rider's business administration major provides students with a general business focus, and is ideal for students who do not want to concentrate in a particular functional area, but instead intend to pursue one of the following goals:

- attend graduate school, such as law school or a MBA or Ph.D. program;
- enter a management training or marketing program with a future employer;
- enter a family business or start a new one.

## Student Learning Outcomes

A business administration graduate will demonstrate the ability to:

- Communicate effectively in writing about business topics in a concise, informative, and well-researched manner;
- Effectively communicate orally about business topics using appropriate media in a manner that is informative as well as persuasive;
- Apply ethical understanding and reasoning to address ethical issues that arise in business contexts in a socially responsible manner ;
- Work effectively with others in a team environment, in person, and/or virtually;
- Use current technologies in the business environment;
- Apply analytical skills in the business environment;
- Integrate knowledge of business theories, concepts, and principles to conduct a critical analysis of business practice.

## Curriculum Overview

The Business Administration major requires completion of 18 credit hours of upper-level business courses across a variety of disciplines, including: economics, finance, management, and marketing. For graduation students must achieve an overall GPA of 2.0 in the major. Business Administration majors may not count more than six credit hours toward a second major, with the exception of International Business. Students majoring in Business Administration can count up to nine credit hours toward the International Business major.

## Degree Offered

- B.S.B.A. in Business Administration

## Contact

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**Program Website:** Business Administration (<https://www.rider.edu/academics/colleges-schools/college-business-administration/undergraduate-programs/business-administration/>)

**Associated Department:** Marketing, Advertising, and Legal Studies  
(<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/business-administration/>)

## Related Programs

- Business Data Analytics (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/business-analytics/>)
- Entrepreneurial Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurial-studies/>)
- Finance (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/finance/>)
- Global Supply Chain Management (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/global-supply-chain-management/>)
- Health Care Management (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/health-care-management/>)
- Human Resource Management (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/human-resource-management/>)
- Information Systems (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/information-systems/>)
- International Business (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/international-business/>)
- Management and Leadership (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/management-leadership/>)
- Marketing (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/marketing/>)
- Sport Management (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/sport-management/>)

## Business Administration (CEP or Virtual Campus) Major Requirements

(18 credits)

Code	Title	Credits
<b>Business Core <sup>1</sup></b>		
See Business Core Requirements ( <a href="http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/core-requirements/">http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/core-requirements/</a> )		
<b>Courses are to be selected as specified below:</b>		<b>9</b>
One upper-level finance (FIN) or economics (ECO) elective		
One upper-level management (MGT) or human resources (HRM) elective		
One upper-level marketing (MKT) elective		
<b>Three upper level business courses which may include:</b>		<b>9</b>
BUS 490	Independent Research and Study	
BUS 491	Business Admin Internship	
<b>Total Credits</b>		<b>18</b>

<sup>1</sup> Courses listed as core requirements may not be used for filling the requirements of the business administration major.

## Courses and Descriptions

### ACC 210 Introduction to Accounting 3 Credits

This course provides an introduction to basic principles and methods of accounting essential to preparation, understanding and interpretation of financial statements. Topics include accounting for merchandising concerns, current assets, long-term assets, liabilities and equity accounts. A brief overview of internal control is also covered.

### ACC 220 Managerial Uses of Accounting 3 Credits

This course provides an introduction to the use of accounting information in managerial decision-making. Topics include cost behavior, cost classifications, and problem-solving functions of accounting as they pertain to planning, control, evaluation of performance, special decisions, and budgeting. The interpretation of published financial statements and the statement of cash flow are also covered.

**Prerequisite(s):** ACC 210.

### BDA 201 Introduction to Business Analytics 3 Credits

This course introduces students to the process of analyzing big data and discovering new information to support business decision making. The course covers descriptive, predictive, and prescriptive analytics. Some topics covered include data visualization, data forecasting, and data mining. This course provides students with the fundamental concepts and tools needed to understand the role of business analytics in organizations and shows students how to apply basic business analytics tools in a spreadsheet environment. It also includes how to communicate with analytics professionals to effectively use and interpret analytic models and results for making better business decisions. Emphasis is given on applications, concepts and interpretation of results. Students utilize Excel for data analysis.

**Prerequisite(s):** MSD 200 with a minimum grade of D or MSD 205 with a minimum grade of D.

### BUS 300 The Legal and Ethical Environment of Business 3 Credits

The strategies by which organizations in the private as well as the public sectors interact with, adapt to, and attempt to influence their external environments are explored. The primary emphasis is on evaluating the effect of business and governmental decisions on the quality of life. The role of regulatory agencies and the impact of local and national legislation on organizational behavior are considered.

**Prerequisite(s):** 54 credits.

### BUS 400 Strategic Management and Policy 3 Credits

This capstone course for seniors in business administration provides a framework for problem identification, analysis, and decision making within the organization. Students are given the opportunity to integrate and apply previously acquired knowledge of accounting, decision sciences, economics, finance, marketing, management, and statistics. Case studies, critical incidents, and other appropriate techniques are utilized.

**Prerequisite(s):** 84 credits and completion of the following five classes: ACC 220, FIN 220, MGT 201, MKT 200, and MSD 301.

### CBA 110 Business in Action 3 Credits

This course will provide students with the opportunity to develop a foundational understanding of the business environment and various business functions. Students will be introduced to core concepts in accounting, e-business, finance, human resource management, information technology, macroeconomics, management, marketing, and production and operations management. In addition, the student will have ample opportunity to improve his/her communication and teamwork skills, as well as further develop problem-solving, analytical, and decision-making abilities through a Business in Action project.

### CBA 212 Business Communications 3 Credits

Good communication is a vital skill in any environment where interpersonal interaction occurs. Communication skills do not, however, come naturally to everyone. This course introduces students to skills, practices, and strategies that will help them effectively communicate in the workplace and highlights the value of carefully documenting interactions between client and vendor. Students will engage in developmental activities intended to help them learn key aspects of communication, including, but not limited to: different formats of business writing (e.g., executive summaries, client and corporate correspondence, email messages, memos, reports, etc.); visual aids and presentations; active listening; small group facilitation; professional presence; and establishing credibility. Deliverables will include written documents and oral presentations, both individually and in teams. These skills cut across all disciplines and are qualitative tools that enhance overall career development.

**Prerequisite(s):** CMP 120 or BHP 100, and CMP 125 or BHP 150, and CBA 110 or CBA 110 with a score of WV.

### CBA 236 Career Planning 3 Credits

How careers are shaped by individual needs and experience and assisted by organization systems and practices is the focus of this course. The meaning of work and the development of careers are discussed, and careers are examined in the context of important changes occurring today in the world of work. Students undertake self-assessments, learn career search strategies and resources, and enhance resume and interviewing skills to maximize their career preparation.

### CIS 185 Information Systems Essentials 3 Credits

This course provides students with a conceptual understanding and hands-on practice with spreadsheets. At the completion of this course students will be able to apply the appropriate information systems technology tools within spreadsheets to a variety of quantitative data-centric analytic activities. This course assumes you have a basic knowledge of Microsoft Windows, Word, Excel, and Web browsers.

### CIS 385 Management Information Systems 3 Credits

This course will enhance students' digital dexterity and familiarity with existing and emerging information technologies, emphasizing skills of abstraction in relation to digital strategy and organizational change, innovation, analytics, and ethics. This course will also provide hands-on experience with at least one essential business technology. At the completion of the course, students will have an understanding of the business-related, policy, societal, and ethical implications associated with modern information systems.

**Prerequisite(s):** CIS 185 and junior or senior standing.

**CMP 120 Seminar in Writing and Rhetoric 3 Credits**

Students will increase their competence in the critical reading of challenging college-level texts that engage significant ideas and in writing effective essays that advance a clear and meaningful thesis while demonstrating understanding of those texts. This course counts towards the fulfillment of the Essential Competencies element of the CAS general education curriculum.

**CMP 125 Seminar in Writing and Research 3 Credits**

Introduces students to the process of library research and documented writing. Emphasis will be on the refinement of critical reading, thinking, and writing strategies applied to multiple sources and documented papers. This course counts towards the fulfillment of the Essential Competencies element of the CLAS general education curriculum.

**Prerequisite(s):** CMP 120 with a minimum grade of D or BHP 100 with a minimum grade of C.

**COM 290 Professional/Strategic Speech 3 Credits**

Provides students with practical information necessary for effective communication in various business and professional settings. Covers communication processes, principles, and models in the modern organization. Class assignments are given with emphasis on developing a knowledge and practical understanding of informative, persuasive, and impromptu presentations. Limited to students enrolled in the Norm Brodsky College of Business.

**ECO 200 Principles of Macroeconomics 3 Credits**

A collective view of income receiving and spending sectors of the national economy, including households, businesses, and governments. Issues discussed: What determines the level of output, income, and employment achieved by the economy? What determines the growth of national output and employment? National income accounting, income and employment theory, monetary system, general price level, business cycle, government policies designed to provide for full employment, price stability, and economic growth are also covered.

**Prerequisite(s):** Place into MSD 105 based on SAT or ACT Score, OR place into MSD 105/MTH 102 by passing College Placement, OR passing MSD 104, OR having transferred in any college level MSD or MTH class.

**ECO 201 Principles of Microeconomics 3 Credits**

Market price systems are analyzed. The nature and characteristics of consumer and producer behavior, the theory of pricing in competitive and noncompetitive markets, and determination of the distribution of output are re evaluated. Welfare, social control, monopoly, and income inequality are explored in the light of price theory. The role of the United States in the world economy is explored.

**Prerequisite(s):** Place into MSD 105 based on SAT or ACT Score, OR place into MSD 105/MTH 102 by passing College Placement, OR passing MSD 104, OR having transferred in any college level MSD or MTH class.

**FIN 220 Introduction to Finance 3 Credits**

An introduction to the environment, concepts, and techniques of financial management. Topics include forms of business organization, taxes, analysis of financial performance, financial planning, financial markets and interest rates, time value of money, bond and stock valuation, risk and return, capital budgeting, cost of capital, and international financial management.

**Prerequisite(s):** ACC 210 and ECO 201.

**MGT 201 Fund Management & Org Behavior 3 Credits**

This course deals with the fundamentals of organizational behavior as they relate to management such as motivation, communications, and leadership. Behavior is examined at the individual, group, and organizational level. The management functions of planning, organizing, leading and controlling are addressed. The effects of global operations and the requirements of ethical behavior on managers are also explored.

**Prerequisite(s):** minimum 30 credits completed.

**MKT 200 Marketing Principles 3 Credits**

This course examines market characteristics, consumer buying habits and motives, and functions of marketing within the framework of the strategic marketing planning process. Concepts and current practices in product development, pricing, promotion, distribution, and international marketing are studied.

**Prerequisite(s):** 15 credits.

**MSD 105 Quantitative Methods for Business 3 Credits**

The aim of this introductory course is to acquaint students with a number of basic mathematical techniques that will enhance their ability to become effective decision-makers in a realistic business environment. Topics covered include linear equations and inequalities, linear programming, summation notation, geometric series, counting techniques, event probability and discrete random variables. Where appropriate, these tools will be illustrated with examples chosen from business settings.

**Prerequisite(s):** MSD 104 or a passing grade on the Math Placement Exam.

**MSD 205 Business Statistics 3 Credits**

This course is designed to provide students with fundamental concepts, knowledge and tools from statistics that may be useful in one's attempt to reach intelligent conclusions in real-world settings, particularly in business applications. The focus is on the normal random variable, sampling distributions, framework of estimation and hypothesis testing, as well as the one-way ANOVA and simple regression model.

**Prerequisite(s):** MSD 105.

**MSD 301 Operations Management 3 Credits**

This course introduces students to the concepts and techniques necessary to manage firm operations. The course emphasizes enhancing students' ability in problem-solving and decision-making by (1) identifying operations problems, (2) structuring decision-making process, (3) evaluating options that provide resolution of the problems using appropriate and proven techniques. It is well recognized that today's global business competition is among supply chains. Operations management concentrates on the supply side of the corporate strategy of a supply chain, where the bulk of the organization resources are committed. Good management of operations, which may also be called management of supply chain operations, is crucial in achieving an effective supply chain. The emphasis on systematic thinking and analytic decision model discussed the course will also provide students with necessary skills and useful tools in the emerging field of Business Analytics.

**Prerequisite(s):** MSD 200 or MSD 205 or MTH 341.