

Introduction

University of the West's business administration programs are designed to allow students to become professionals with solid technical knowledge and skills in their field and a high moral spirit of responsibility. The curricula of the programs are guided by the university's mission, institutional learning outcomes, and these four departmental principles: excellence, self-cultivation, social responsibility, and skill development.

The Department of Business Administration offers the following programs:

Degree Programs

Bachelor of Arts (BA) in Business Administration
concentrations:

Accounting

Computer Information Systems

International Business

Marketing

Master of Business Administration (MBA)
concentrations (Optional):

Computer Information Systems

Data Analytics

Finance

International Business

Nonprofit Organization Management

Professional Master of Business Administration (PMBA)

Certificate Programs

Undergraduate Certificate in Business Administration

Graduate Certificate in Business and Management

Post-Master of Business Administration Certificate (Post MBA)

Philosophy & Objectives

The Business Administration department is guided by the UWest mission, with Buddhist wisdom and values and the integration of Western and Eastern cultures serving as the foundation of the programs.

The objectives of the programs are two-fold:

1. to provide students with both knowledge and practical skills in the field of business administration, enabling them to transform theory into practice; and
2. to transform students into global citizens who demonstrate knowledge, responsible action, and compassionate service.

Bachelor of Arts in Business Administration

Introduction

UWest offers a Bachelor of Arts degree in Business Administration with concentrations in Accounting, Computer Information Systems, International Business, and Marketing. This program educates students using a cross-functional, cross-cultural perspective to equip them with the intellectual tools they need to assume responsible positions in organizations and to develop them into well-rounded professionals and managers with a capacity for lifelong learning.

The program is designed to ensure that students develop an integrated body of knowledge in the business and management of modern organizations; a set of essential business and management skills including interpersonal leadership, communication, and teamwork skills; a broad capacity for learning, critical thinking, and problem solving; a deep appreciation for the role of culture in managing organizations and dealing with institutional constituents including customers, employees, and suppliers; an effective business and management style that incorporates ethical values, social responsibilities, and personal beliefs; and a global view of personal fulfillment and organizational achievement in the context of societal and cultural values.

Business Administration majors meet with a program advisor during or before their first semester to discuss their personal goals and aspirations. Based on this self-exploration, students select the concentration that will best prepare them to fulfill their personal and professional life mission. Students who attend full-time may earn their bachelor's degree in four years. Students attending part-time may expect a longer time to graduate.

Program Learning Outcomes

Students who graduate with a BA in Business Administration will be able to:

- Define and use foundational concepts and theories related to business practices.
- Apply foundational business skills in order to identify, analyze, and solve business problems.
- Describe how awareness and knowledge of individual and cultural diversity can impact and inform business practices.
- Describe the role and impact of globalization and global perspectives within business practices.
- Describe the importance of social, professional, and ethical responsibility within business practices.
- Describe fundamental concepts, theories, and practices related to their chosen concentration.
- Apply the fundamental concepts, theories, and practices of their chosen concentration to business practices.

Course Requirements

Area	Required Units
General Education	51
Lower-division Core	12
Upper-division Core	36
Concentration	15
Business Elective	3
Capstone	3
Total	120
Optional	
Practicum (not applicable for graduation)	3
Minor	15

Program Requirements

General Education Requirement (51 units): All undergraduates must complete 51 units of general education, including 9 units at the upper-division level, as described in the General Education section of this catalog. This requirement is an integral part of UWest's mission of producing a well-informed, balanced, versatile, intellectually capable, socially sensitive, and ethically committed person in all fields of study.

Lower-Division Core Courses (12 units): All students complete four lower-division core courses. These courses provide foundational theories, concepts, perspectives, principles, methods, and procedures of critical thinking and theoretical application.

Courses	Prerequisite(s)	Units
BUS 200 Business Law	None	3
BUS 201 Principles of Microeconomics	MATH 102	3
BUS 202 Principles of Macroeconomics	MATH 102	3
BUS 210 Introduction to Financial Accounting	MATH 102	3
Total		12

Upper-Division Core Courses (36 units): Building on the foundation of knowledge and skills provided in the lower-division core curriculum, all students complete 12 upper-division core courses to broaden the foundation with additional fields of study while deepening knowledge and skills in subjects previously studied.

Course	Prerequisite(s)	Units
BUS 301 Managerial Economics	BUS 201, BUS 303	3
BUS 303 Business Statistics	MATH 107 or MATH 112	3
BUS 304 Management Science	BUS 303	3
BUS 306 Business Communications	None	3
BUS 307 Managerial Accounting	BUS 210	3
BUS 308 Principles of Management	None	3
BUS 320 Organization & Management	BUS 308	3
BUS 330 Principles of Marketing	None	3
BUS 340 Management Information Systems	None	3
BUS 351 International Business	None	3
BUS 415 Financial Management	BUS 303 & BUS 307	3
BUS 470 Business Philosophy & Ethics	75 credits or approval	3
Total		36

Concentration (15 units): Students complete five upper-division courses (15 units) in their declared concentration.

Accounting

Course	Units
BUS 310 Intermediate Accounting	3
BUS 311 Intermediate Accounting II	3
BUS 312 Auditing	3
BUS 313 Cost Accounting	3
BUS 410 Advanced Accounting	3
BUS 413 Cost Analysis & Budgeting	3
BUS 416 Investment Management	3
BUS 417 Federal Tax Law	3
BUS 418 Nonprofit Accounting	3
BUS 419 Financial Statement Analysis	3
BUS 440 Accounting Information Systems	3

Marketing

Course	Units
BUS 331 Consumer Behavior	3
BUS 420 Marketing Management	3
BUS 430 Digital Marketing	3
BUS 432 Social Media Marketing	3
BUS 433 International Marketing	3
BUS 434 Marketing Research	3
BUS 435 Case Studies in Marketing	3
BUS 436 Advertising	3
BUS 439 Small Business & Entrepreneurial Marketing	3

Computer Information Systems

Course	Units
BUS 241 Web Design & Development for Small Business	3
BUS 341 Business Programming I	3
BUS 342 Business Programming II	3
BUS 443 Data Structure & Database Management	3
BUS 444 Systems Analysis, Design, & Implementation	3
BUS 445 Data Communications & Networking	3
BUS 446 Computer Security, Controls & Ethics	3
BUS 447 E-Commerce	3
BUS 448 Decision Support Systems	3

International Business

Course	Units
BUS 302 Entrepreneurship	3
BUS 433 International Marketing	3
BUS 452 Exporting & Importing	3
BUS 453 International Finance	3
BUS 454 International Business Law	3
BUS 455 Seminar on Doing Business in the US	3
BUS 456 Seminar on Doing Business in Asia	3

Business Elective (3 units): Students select one business course (3 units) from any concentration.

Business Capstone: The business program culminates in the 3-unit capstone course, BUS 480 Capstone: Strategic Management, commonly completed in a student's final term.

Graduation Requirements

Students must complete 120 units (including 51 GE units) as designated above with a cumulative GPA of 2.0 or higher. To satisfy the university's residency requirement, undergraduates must complete at least 30 units, including 24 upper division units, at UWest.

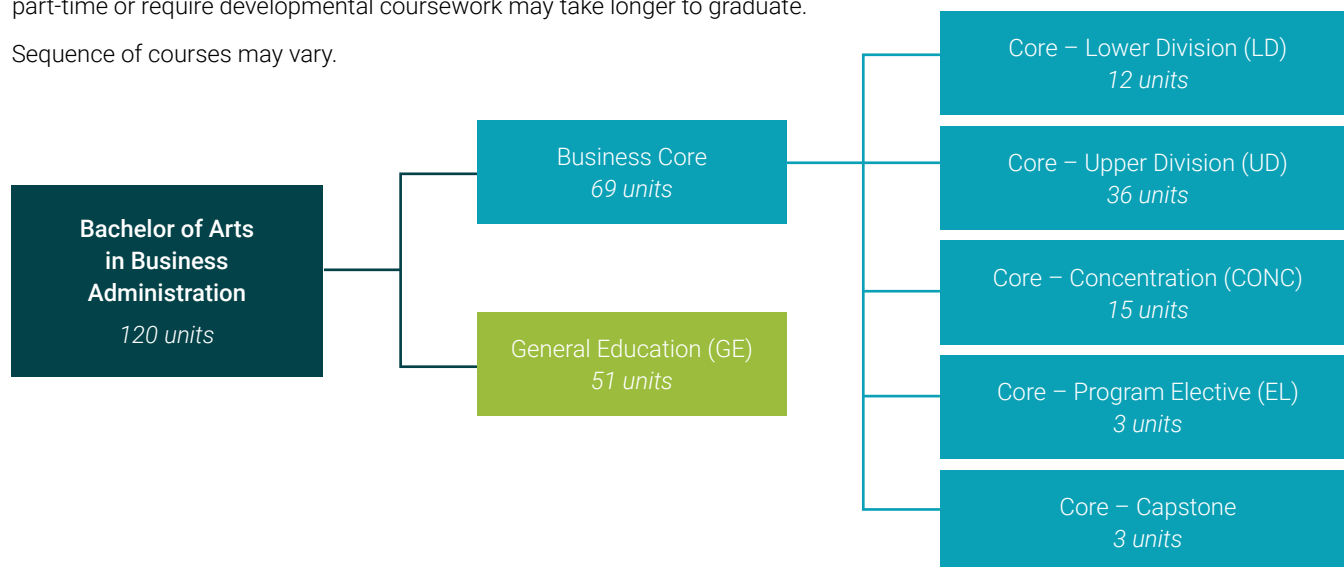
Students' prior education is evaluated for transfer credit at the time of admission. Once enrolled, students are expected to complete all remaining business curriculum at UWest. Any exception to this policy must be approved in advance by the department chair, and students must demonstrate cause. Students are required to complete their final 6 units in attendance at UWest and any approved transfer work must be completed prior to the last day of the student's last term in attendance at UWest. A minimum grade of C (2.0) is required for the transfer of credit.

Sample Road Map for the Bachelor of Arts in Business Administration

Concentrations: Accounting, Computer Information Systems, International Business, and Marketing

The following is a sample course progression that allows students to graduate in 4 years / 8 semesters. Students who attend part-time or require developmental coursework may take longer to graduate.

Sequence of courses may vary.



Fall Semester

Spring Semester

	Fall Semester	Spring Semester
First Year 30 units	GE CAT 1: CS 101 Information Literacy & Academic Study Skills GE CAT 1: ENGL 101 English Composition GE CAT 1: MATH 102 Quantitative Reasoning I GE CAT 2A: HIST 200 Big History I GE CAT 4A: L&C 120 Life & Culture 1: World Religion GE CAT 7: Wellness 1	GE CAT 1: CS 102 Whole Person Wellness for College GE CAT 1: ENGL 102 Advanced Composition GE CAT 1: SPCH 100 Speech Communications GE CAT 2B: HIST 205 Big History II GE CAT 3A: MATH 107 or 112 GE CAT 4B: L&C 121 Life & Culture 2: World Philosophy
Second Year 30 units	CORE LD: BUS 308 Principles of Management GE CAT 1: CS 103 Introduction to Major & Career Development GE CAT 3B: Science with Lab GE CAT 5: Social/Behavioral Sciences 1, Sect A, B, C, or E GE CAT 6: Humanities 1 GE CAT 7: Wellness 2	CORE LD: BUS 201 Principles of Microeconomics CORE LD: BUS 210 Introduction to Financial Accounting CORE UD: BUS 351 International Business GE CAT 5: Social/Behavioral Sciences, Sect. A, B, C, or E GE CAT 6: Humanities 2 GE CAT 8: SRVLG 100 Service Learning
Third Year 30 units	CORE LD: BUS 202 Principles of Macroeconomics CORE UD: BUS 303 Business Statistics CORE UD: BUS 330 Principles of Marketing CORE UD: BUS 340 Management Information Systems GE CAT 9: CAP 401 General Education Capstone	CORE UD: BUS 301 Managerial Economics CORE UD: BUS 306 Business Communications CORE UD: BUS 307 Managerial Accounting CONC: Course 1 in Declared Concentration CONC: Course 2 in Declared Concentration
Fourth Year 30 units	CORE UD: BUS 304 Management Science CORE UD: BUS 470 Business Philosophy & Ethics CORE UD: BUS 415 Financial Management CONC: Course 3 in Declared Concentration CONC: Course 4 in Declared Concentration	CORE LD: BUS 200 Business Law CORE UD: BUS 320 Organization & Management CONC: Course 5 in Declared Concentration CORE EL: Program Elective CORE CAPSTONE: BUS 480 Strategic Management