

Course Schedule - Fall 2004

Business Administration

199 ***Undergraduate Open Seminar*** Credit: 1 to 5 hours.
 (B ADM 199) May be repeated.

CRN	Type	Section	Time	Days	Location	Instructor
10398	independent study		ARRANGED			
10398: Departmental Approval Required						
29648	lecture-discussion	TM	12:00 PM - 12:50 PM	F	room 119 Materials Science and Eng Bld	Michael, S
29648: Departmental Approval Required						
29648: Topic: Technology and Management Honors Seminar. Prerequisite: 3.5 GPA, Sophomore standing. Contact tech-mgmt@uiuc.edu						

300 ***The Legal Environment of Bus*** Credit: 3 hours.

(B ADM 200) Examination of the nature of law and the formation and application of legal principles; the role of law in society; the legal environment in which business operates, particularly government taxation; the regulation of commerce, competition, and labor-management relations; and the concept of property: its creation, transfer, and importance to our business society. Prerequisite: Junior standing. Students taking CPA Exam need to register for Section 2.

CRN	Type	Section	Time	Days	Location	Instructor
31408	lecture	1	03:00 PM - 04:20 PM	TR	room 114 David Kinley Hall	Kindt, J
31409	lecture	2	10:00 AM - 11:20 AM	TR	room 100 Gregory Hall	Roszkowski, M
31409: Students taking CPA EXAM are advised to register for Section 2 of BADM 300.						
31411	lecture	3	03:00 PM - 05:50 PM	M	room 2 Education Bldg	Lansing, P

303 ***Principles of Public Policy*** Credit: 3 hours.

(B ADM 300) Same as ACCY 321, and PS 321. See PS 321.

CRN	Type	Section	Time	Days	Location	Instructor
42528	lecture-	A	02:30 PM - 03:50	MW	room 388 Lincoln	Malekafzali, F

	discussion		PM		Hall	
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310 *Mgmt and Organizational Beh* Credit: 3 hours.

(B ADM 210) General analysis of management and organizational behavior from a systems point of view, including classical organizational theory and management, organizational behavior, and management science; environmental forces; planning, organizing, and control processes; motivation, incentives, leadership, communication, and interpersonal relations; and discussion of production and decision-making and mathematical models. Prerequisite: Junior standing

CRN	Type	Section	Time	Days	Location	Instructor
29649	lecture	1	04:30 PM - 05:50 PM	MW	room THEAT Lincoln Hall	Love, E

311 *Individual Behavior in Orgs* Credit: 3 hours.

(B ADM 321) Understanding the behavior of employees in work organizations; particular attention to the motivation of individuals to join and perform in organizations and to employee satisfaction with elements of the work environment; and emphasis on various management strategies to modify employee motivation and satisfaction. Prerequisite: BADM 310, graduate standing, or consent of instructor

CRN	Type	Section	Time	Days	Location	Instructor
31430	lecture-discussion	A	10:30 AM - 11:50 AM	MW	room 429 Armory	Doucet, L
31431	lecture-discussion	B	03:30 PM - 04:50 PM	MW	room 431 Armory	Doucet, L
31432	lecture-discussion	D	08:00 AM - 10:50 AM	T	room 123 David Kinley Hall	Corley, K

312 *Org Design and Environment* Credit: 3 hours.

(B ADM 323) Understanding of complex organizations; particular attention to ways of dividing work, achieving coordination, and issues connected with change and adaptation. Prerequisite: BADM 310

CRN	Type	Section	Time	Days	Location	Instructor
31433	lecture-discussion	A	01:00 PM - 02:20 PM	TR	room 137 Armory	Luo, X
31435	lecture-discussion	D	02:30 PM - 03:50 PM	TR	room 137 Armory	Luo, X

313 *Human Resource Management* Credit: 3 hours.

(B ADM 351) Studies concepts and methods used by the staff personnel unit in building and maintaining an effective work force in an industrial organization; development of ability to design the personnel subsystem within the firm and to deal effectively with problems encountered in such areas as recruitment, selection, training, and wage and salary administration; and considerable emphasis on case analysis, role playing, and research. Credit is

not given for BADM 313 and PSYC 245. Prerequisite: BADM 312; ECON 203 and 340

CRN	Type	Section	Time	Days	Location	Instructor
29659	lecture-discussion	A	12:00 PM - 02:50 PM	W	room 123 David Kinley Hall	Jimeno-Ingrum, D

320 Principles of Marketing Credit: 3 hours.

(B ADM 202) Emphasizes the concepts of planning, organization, control, and decision making as they are applied in the management of the marketing unction. Prerequisite: ECON 202 or equivalent (Statistics I)

CRN	Type	Section	Time	Days	Location	Instructor
31412	lecture	1	01:30 PM - 02:50 PM	MW	room 141 Wohlers Hall	Schmidt, J
31412: JUNIOR STANDING						
31415	lecture	2	04:30 PM - 05:50 PM	MW	room 141 Wohlers Hall	Schmidt, J
31415: JUNIOR STANDING						

321 Principles of Retailing Credit: 3 hours.

(B ADM 212) Gives a general analysis of the structure of retailing emphasizing the retailing environment and operating efficiencies; includes patronage behavior, merchandise control, pricing, promotion, location, and vendor relations; and gives special attention to emerging trends in retailing. Prerequisite: BADM 320

CRN	Type	Section	Time	Days	Location	Instructor
29650	lecture-discussion	A	01:00 PM - 02:20 PM	MW	room 429 Armory	Choi, P

322 Marketing Research Credit: 3 hours.

(B ADM 320) Focuses on the techniques and methods of marketing research; emphasizes primarily survey research and experimental design; and offers students the opportunity to apply techniques to real-world situations. Prerequisite: BADM 320 and ECON 202

CRN	Type	Section	Time	Days	Location	Instructor
31426	lecture-discussion	A	11:30 AM - 12:50 PM	TR	room 162 Education Bldg	Viswanathan, M
31427	lecture-discussion	B	10:00 AM - 11:20 AM	MW	room 123 David Kinley Hall	Yuan, H
31429	lecture-discussion	D	08:30 AM - 09:50 AM	MW	room 113 David Kinley Hall	Riemer, H

323 Marketing Communications Credit: 3 hours.

(B ADM 337) Introduces the student to the topic of marketing communications and promotion management. Topics covered include: advertising, sales promotion, point-of-purchase communications, interactive marketing, and event sponsorships. Prerequisite: BADM 320

CRN	Type	Section	Time	Days	Location	Instructor
31436	lecture-discussion	A	01:00 PM - 02:20 PM	MW	room 119 David Kinley Hall	White, T
31437	lecture-discussion	B	11:30 AM - 12:50 PM	MW	room 119 David Kinley Hall	White, T

324 Purchasing and Supply Mgmt Credit: 3 hours.

(B ADM 343) Examines the analysis, planning, and forms of organization that are associated with the buying functions in business. Major focus on the principal issues involved in the procurement of raw materials, components, equipment, operating supplies, and services. Also treats the unique aspects of institutional and government purchasing. Case problems constitute a major vehicle of instruction. Prerequisite: Concurrent with BADM 320

CRN	Type	Section	Time	Days	Location	Instructor
39273	lecture-discussion	A	08:30 AM - 09:50 AM	TR	room 138 Wohlers Hall	Sullivan, U

325 Consumer Behavior Credit: 3 hours.

(B ADM 344) Studies the factors affecting customer behavior in household and organizational markets and their relevance for marketing management planning and analysis; provides an overview of explanations of consumption differences anchored in socioeconomic, demographic, cultural, and psychological processes; and surveys buyer decision-making processes and their implications for marketing strategy. Prerequisite: BADM 320

CRN	Type	Section	Time	Days	Location	Instructor
31439	lecture-discussion	A	01:30 PM - 02:50 PM	MW	room 24 Wohlers Hall	Wansink, B
31440	lecture-discussion	B	10:00 AM - 11:20 AM	TR	room 317 Gregory Hall	Otnes, C

350 IT for Networked Organizations Credit: 3 hours.

(B ADM 390) Examines the information technology and its impact on modern organizations. Topics include: (1) IT, Internet Technologies, E-Commerce and business models, (2) organizing and modeling enterprise data, (3) Network protocol and architecture, (4) development of IT systems and (5) IT management and organization design. Prerequisite: CS 105 and at least two of the following: FIN 221, ACCY 201, BADM 310 and 320.

CRN	Type	Section	Time	Days	Location	Instructor
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40399	lecture-discussion	A	10:00 AM - 11:20 AM	TR	room 226 Wohlers Hall	Subramanyam, R
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352 Database Design and Management Credit: 3 hours.

(B ADM 392) Introduce the modern concepts, techniques and management practices when dealing with data and use of data in organizations. Topics include data modeling, database logical and physical designs, implementation, database administration and web-based database environment. Students will be involved in constructing a database and researching an advanced topic to solidify the learning. Same as ACCY 352. Prerequisite: CS 105

CRN	Type	Section	Time	Days	Location	Instructor
37946	lecture-discussion	D	03:00 PM - 05:50 PM	R	room 24 Wohlers Hall	Shen, Y

353 Info Sys Analysis and Design Credit: 3 hours.

(B ADM 393) Methodologies and techniques used and deliverables created in developing large-scale information systems, including preliminary planning, feasibility analysis, design implementation, and post-implementation review of the system; a term-long project which familiarizes students with methodology and techniques is required. Same as ACCY 353. Prerequisite: BADM 352

CRN	Type	Section	Time	Days	Location	Instructor
37935	lecture-discussion	F	03:00 PM - 05:50 PM	M	room 24 Wohlers Hall	King, R

354 Mgmt of Data Communications Credit: 3 hours.

(B ADM 397) Course stresses a top-down, business oriented approach to evaluating and selecting data communications technology. Students who successfully complete this course gain practical knowledge of network telecommunications technology including hardware and software. They learn enough to allow them to help design systems that include network components.

CRN	Type	Section	Time	Days	Location	Instructor
29668	lecture-discussion	A	11:30 AM - 12:50 PM	TR	room 226 Wohlers Hall	Babbitt, T

365 New Product Marketing Credit: 3 hours.

(B ADM 251) Course exposes engineering students to the discipline of marketing and to business decision making in the unique context of new product marketing decisions. Same as TMGT 365. Students may not receive credit for this course and BADM 320. Prerequisite: Admission to the Technology and Management Program.

CRN	Type	Section	Time	Days	Location	Instructor
37808	lecture-discussion	A	01:00 PM - 02:20 PM	TR	room 24 Wohlers Hall	Coley, L

37808: Departmental Approval Required

367 *Mgmt of Innov and Technology* Credit: 3 hours.

(B ADM 255) Course is the first jointly taken course for the engineering and business college undergraduates in the Technology and Management program. It focuses on the strategic management of technology and innovation in organizations. It builds primarily on broad models of technological evolution and organizational change. Same as TMGT 367. Prerequisite: Admission to the Technology and Management program

CRN	Type	Section	Time	Days	Location	Instructor
37805	lecture-discussion	A	03:00 PM - 04:20 PM	MW	room 119 David Kinley Hall	Michael, S

37805: Departmental Approval Required

374 *Management Decision Models* Credit: 3 hours.

(B ADM 274) Introduction to methods of operations research from an executive or managerial viewpoint, emphasizing formulation of business problems in quantitative terms; industrial applications of linear programming, dynamic programming, game theory, probability theory, queuing theory, and inventory theory. Prerequisite: ECON 203, or consent of instructor

CRN	Type	Section	Time	Days	Location	Instructor
37786	lecture-discussion	C	12:30 PM - 01:50 PM	TR	room 429 Armory	Cohen, S
37787	lecture-discussion	D	03:00 PM - 04:20 PM	TR	room 226 Wohlers Hall	Cohen, S
37789	lecture-discussion	E	08:30 AM - 09:50 AM	MW	room 119 David Kinley Hall	Blair, C
37791	lecture-discussion	G	10:00 AM - 11:20 AM	MW	room 119 David Kinley Hall	Blair, C

375 *Business Process Management* Credit: 3 hours.

(B ADM 314) In-depth treatment of decisions involved in designing and implementing productive business processes; particular emphasis on the systematic application of concepts and techniques to achieve the efficient flow of materials and information, and the productive utilization of people and technology.

CRN	Type	Section	Time	Days	Location	Instructor
29656	lecture-discussion	A	01:00 PM - 02:20 PM	TR	room 111 Gregory Hall	Glenn, D

380 *International Business* Credit: 3 hours.

(B ADM 382) Introduces the field of international business and management. Examines the economic, political, and legal environments of international business. Analyzes differences in financial management, marketing, and

management practices for firms doing business abroad. Prerequisite: ECON 101

CRN	Type	Section	Time	Days	Location	Instructor
29664	lecture-discussion	A	12:00 PM - 02:50 PM	M	room 115 David Kinley Hall	Haryanto, M

394 Senior Research Credit: 2 to 4 hours.

(B ADM 294) Research and readings course for students majoring in business administration. May be taken by students in the college honors program in partial fulfillment of the honors requirements. Prerequisite: Cumulative grade-point average of 3.0, honors in the junior year, or consent of instructor; senior standing.

CRN	Type	Section	Time	Days	Location	Instructor
10400	independent study		ARRANGED			
10400: Departmental Approval Required						
31416	conference	C	ARRANGED			Sullivan, U
31416: 3 hours Topic: Practicum in Industrial Distribution						
40414	lecture-discussion	PD	10:00 AM - 10:50 AM	TR	room 223 David Kinley Hall	Lopez, R; Bullock, W
40414: 3 hours Collaborative Product Design for Business. For IDM & Art Majors. Required attendance - 1 HOUR lab time on Tuesday & Thursday from 11-12:30 in 24 DKH.						

395 Senior Research Credit: 1 to 4 hours.

(B ADM 295) Research and readings course for students majoring in business administration. May be taken by students in the college honors program in partial fulfillment of the honors requirements. Prerequisite: Cumulative grade-point average of 3.0 or honors in the junior year; senior standing

CRN	Type	Section	Time	Days	Location	Instructor
10401	independent study		ARRANGED			
10401: Departmental Approval Required						
31418	lecture-discussion	B	06:00 PM - 08:50 PM	T	room 130 Wohlers Hall	Qualls, W
31418: 4 hours Senior Seminar in Industrial Distribution. Project work for 8 hours on Friday REQUIRED.						

432 Intro to Mgt Info Systems Credit: 2 to 4 hours.

(B ADM 391) Same as ACCY 432. See ACCY 432.

CRN	Type	Section	Time	Days	Location	Instructor
36810	lecture-discussion	G4	10:30 AM - 11:50 AM	TR	room 384 Armory	Silhan, P
36807	lecture-discussion	U3	10:30 AM - 11:50 AM	TR	room 384 Armory	Silhan, P
36807: 3 hours						

439 Agri-food Management Practicum Credit: 4 hours.
(B ADM 339) Same as ACE 439. See ACE 439.

CRN	Type	Section	Time	Days	Location	Instructor
41011	lecture-discussion	A	01:00 PM - 02:50 PM	MW	room 426 Mumford Hall	Mazzocco, M

445 Small Business Consulting Credit: 4 hours.
(B ADM 345) Through guided experience, students identify and offer advice to local small business firms; exposes students, serving as consultants, to the wide variety of problems facing the smaller firm as well as enables them to apply current business methods to real problems. Students work in teams. Prerequisite: Junior standing in the College of Business or admission to the Master of Business Administration program; or consent of instructor.

CRN	Type	Section	Time	Days	Location	Instructor
29658	lecture-discussion	A	06:00 PM - 09:00 PM	R	room 130 Wohlers Hall	Kurtz, J
29658: Departmental Approval Required						

446 Entrepreneurship Sm Bus Form Credit: 4 hours.
(B ADM 346) Studies entrepreneurship for those with a serious interest in owning their own business within five years of graduation; students prepare a comprehensive business plan for starting or acquiring such a business; also studies the problems of an existing small business. Prerequisite: Consent of instructor

CRN	Type	Section	Time	Days	Location	Instructor
31445	lecture-discussion	C	06:00 PM - 08:50 PM	M	room 24 Wohlers Hall	Hayes, E
31445: Undergraduate Students ONLY.						

449 Business Policy and Strategy Credit: 3 hours.
(B ADM 389) Analysis of policy formulation and implementation from a company-wide standpoint; emphasis on integration of knowledge and approaches across functional areas; both endogeneous and exogeneous factors which affect company policies; and the role of the firm in society. 3 undergraduate hours. Prerequisite: Senior standing in College of Business

CRN	Type	Section	Time	Days	Location	Instructor
37793	lecture-discussion	A	08:30 AM - 09:50 AM	MW	room 226 Wohlers Hall	Williams, F
37796	lecture-discussion	C	03:00 PM - 04:20 PM	MW	room 226 Wohlers Hall	He, J
37797	lecture-discussion	F	03:00 PM - 04:20 PM	MW	room 123 David Kinley Hall	Li, Y
37800	lecture-discussion	H	01:30 PM - 02:50 PM	TR	room 123 David Kinley Hall	Hodges, L
37884	lecture-discussion	I	03:00 PM - 04:20 PM	TR	room 123 David Kinley Hall	Hodges, L
37885	lecture-discussion	J	11:30 AM - 12:50 PM	TR	room 119 David Kinley Hall	Hodges, L
37886	lecture-discussion	M	10:00 AM - 11:20 AM	MW	room 226 Wohlers Hall	Williams, F
37888	lecture-discussion	P	08:30 AM - 09:50 AM	TR	room 119 David Kinley Hall	Fertig, K
37889	lecture-discussion	Q	08:30 AM - 09:50 AM	MW	room 130 Wohlers Hall	Martinez, C
37890	lecture-discussion	R	10:00 AM - 11:20 AM	TR	room 119 David Kinley Hall	Fertig, K
39274	lecture-discussion	S	11:30 AM - 12:50 PM	MW	room 3 Gregory Hall	Tag, M

453 Decision Support Systems Credit: 3 hours.

(B ADM 395) This advanced course examines recent developments in information technology for managerial decision support with an emphasis on Internet-based and mobile information technologies. Real-world cases will be used to discuss the application of these technologies to management information systems. 3 undergraduate hours.

CRN	Type	Section	Time	Days	Location	Instructor
40400	lecture-discussion	A	01:00 PM - 02:20 PM	MW	room 226 Wohlers Hall	Gebauer, J

454 Enterprise Computing Mgmt Credit: 3 hours.

(B ADM 396) Aims to prepare students with programming skills for building and managing enterprise applications. Java is used as the language for implementation. C and C++ are also introduced briefly. General principles of computing are emphasized over specific languages. 3 undergraduate hours.

CRN	Type	Section	Time	Days	Location	Instructor
29667	lecture-discussion	A	10:00 AM - 11:20 AM	TR	room 130 Wohlers Hall	Xia, M

460 Business Process Modeling Credit: 3 hours.

(B ADM 256) Course is designed for students enrolled in the Technology and Management program, and introduces the identification and analysis of various aspects of business processes. The course defines business processes, and provides tools for designing and analyzing them. Same as TMGT 460. 3 undergraduate hours. Prerequisite: BADM 367

CRN	Type	Section	Time	Days	Location	Instructor
37802	lecture-discussion	A	03:00 PM - 04:30 PM	TR	room 119 David Kinley Hall	Glenn, D
37802: Departmental Approval Required						

503 Classics in Business Admin Credit: 2 hours.

(B ADM 403) Graduate seminar. Presents foundational literature to introduce the theoretical origins of the different areas of Business Administration and explores the linkages among these areas. Outlines the impact of the foundational works on subsequent research. Approved for S/U grading. Prerequisite: Ph.D. standing in BADM or consent of instructor.

CRN	Type	Section	Time	Days	Location	Instructor
29816	lecture-discussion	A	03:00 PM - 05:50 PM	W	room 120 Wohlers Hall	Seth, A
29816: Meets 25-Aug-04 - 15-Oct-04.						

507 Behav Res Methods in Bus Admin Credit: 4 hours.

(B ADM 407) Theory and practice of research methodology for the study of administrative, industrial, and consumer behavior and organizations; alternative methods of data collection and their strengths and weaknesses; observational, questionnaire, field, and laboratory experimentation and statistical analysis of pregathered time-series and cross-sectional data; and examples of good and bad research in business disciplines. A completed individual research project of potentially publishable nature is formally presented in class. Prerequisite: Basic inferential statistics course; credit or concurrent registration in BADM 508.

CRN	Type	Section	Time	Days	Location	Instructor
29673	lecture-discussion	A	10:00 AM - 12:50 PM	W	room 174 Wohlers Hall	Viswanathan, M

508 Organizational Behavior Credit: 4 hours.

(B ADM 408) Develops and integrates fundamental behavioral concepts and theory having administrative applications; initially focuses on the individual decision maker and ultimately includes interpersonal, organizational, and social structures and influences; and develops strategies and methods of research on behavioral applications in business.

CRN	Type	Section	Time	Days	Location	Instructor
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29675	lecture-discussion	X	ARRANGED			Northcraft, G
29675: Executive MBA Students Only						

509 *Managing Organizations* Credit: 4 hours.

(B ADM 409) Examines and analyzes the organization as a social system and the impact of its various components on work attitudes and behavior; topics include the development of organizational structures, organizational effectiveness, decision making and policy formulation, leadership, and change.

CRN	Type	Section	Time	Days	Location	Instructor
37891	lecture-discussion	IM	10:00 AM - 11:20 AM	MW	room 166 Wohlers Hall	Leblebici, H
37891: MSBA - International Managers only.						

510 *Founds of Organizational Behav* Credit: 4 hours.

(B ADM 410) Introduction to the principal theories and important empirical research in various disciplines that study organizations; in addition to examination of the subject matter content of various disciplines, students critically examine the capacities and limitations of the various fields to make contributions to the study of organizations. Same as PS 514, PSYC 553, and SOC 575. Prerequisite: Enrollment as a major in organizational sciences in a cooperating program or consent of instructor

CRN	Type	Section	Time	Days	Location	Instructor
40402	lecture-discussion	A	09:00 AM - 11:50 AM	M	room 120 Wohlers Hall	Kraatz, M

511 *Topics in Personnel Mgmt* Credit: 4 hours.

(B ADM 411) Examines the organization and administration of the personnel function in management; the relations of personnel administration to operating departments and the scope of business and industrial personnel services; analytical appraisal of policies and practices in selected areas of personnel administration, such as selection and training, carried out through case studies and direct industrial contracts; and specific consideration given to problems up to and including placing the person on a job. Same as LIR 548. Prerequisite: Consent of instructor

CRN	Type	Section	Time	Days	Location	Instructor
37928	lecture-discussion	A	02:30 PM - 05:20 PM	W	room 130 Wohlers Hall	Broschak, J

512 *HR Management and Strategy* Credit: 4 hours.

(B ADM 414) Same as LIR 565. See LIR 565.

CRN	Type	Section	Time	Days	Location	Instructor
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33198	lecture-discussion	1	11:30 AM - 01:50 PM	R	room 35 Inst Labor and Industrial Rel	Chadwick, C
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520 Marketing Management Credit: 4 hours.

(B ADM 420) Introduces concepts useful in understanding marketing systems and buyer behavior in addition to developing skills in making marketing decisions; the orientation is primarily managerial and uses examples from both business and non-business contexts.

CRN	Type	Section	Time	Days	Location	Instructor
31447	lecture-discussion	IM	10:00 AM - 11:20 AM	TR	room 240 Wohlers Hall	Coley, L
31447: MSBA - International Managers students only						
31448	lecture-discussion	IM2	ARRANGED			
31448: Departmental Approval Required MSBA - International Managers students only						

521 Marketing Strategy Credit: 4 hours.

(B ADM 421) Formal analysis of strategy drawing on concepts from the theory of games, decision theory, value theory, and information theory; topics cover elements of game models, classes of decision problems, games against nature, modern utility theory, information theory, group decision making, statistical decision theory, and linear and nonlinear optimization.

CRN	Type	Section	Time	Days	Location	Instructor
29679	lecture-discussion	A	06:00 PM - 08:50 PM	W	room 240 Wohlers Hall	Bens, K

523 Consumer Behavior Credit: 4 hours.

(B ADM 423) Studies alternative models of buyer behavior; focuses attention on psychological, sociological, and economic factors including motivation, learning, attitudes, personality, reference groups, social stratification, demographics, life-styles, and cross-cultural differences and their impact on purchasing, consumption, and choice decisions. Prerequisite: BADM 520 or first year of MBA program or equivalent.

CRN	Type	Section	Time	Days	Location	Instructor
39272	lecture-discussion	A	01:00 PM - 02:20 PM	TR	room 226 Wohlers Hall	Otnes, C

524 Pricing Strategy and Tactics Credit: 4 hours.

(B ADM 424) Develops concepts and techniques for formulating and administering prices in a variety of business situations. Focuses on understanding the internal and external environment through relevant information acquisition and analysis for developing appropriate pricing strategies and tactics. Prerequisite: First year of the MBA program or equivalent.

CRN	Type	Section	Time	Days	Location	Instructor
29685	lecture-discussion	A	01:00 PM - 02:20 PM	MW	room 243 Wohlers Hall	Monroe, K

529 Marketing Research Credit: 4 hours.

(B ADM 429) Examines the collection and analysis of information applied to marketing decisions; stresses quantitative methods including samplings, scalings, experimental design, forecasting, and multivariate procedures through the use of class projects on actual market research problems. Prerequisite: BADM 520 or first year of MBA program or equivalent.

CRN	Type	Section	Time	Days	Location	Instructor
29691	lecture-discussion	A	10:00 AM - 11:20 AM	TR	room 243 Wohlers Hall	Viswanathan, M

538 Res Sem in Consumer Behavior Credit: 4 hours.

(B ADM 438) Advanced doctoral level seminar which critically examines the relevance of behavioral and social constructs for generating consumer behavior theories. It specifically discusses the need for, and procedures with which to modify behavioral/social processes. Prerequisite: Ph.D. standing in BADM or consent of instructor.

CRN	Type	Section	Time	Days	Location	Instructor
40413	lecture-discussion	A	12:00 PM - 02:50 PM	T	room 120 Wohlers Hall	Shavitt, S

542 Competitive Analysis Credit: 4 hours.

(B ADM 442) Develops concepts and techniques critical for formulating competitive strategy in a variety of business environments. Focuses on analyzing the structure of industries, the evolution of this structure, the pattern of interaction among competitors, and the competitive position and advantage of firms in the industry. Prerequisite: First year of the MBA program or equivalent.

CRN	Type	Section	Time	Days	Location	Instructor
40403	lecture-discussion	A	02:00 PM - 04:50 PM	M	room 130 Wohlers Hall	Seth, A

544 Strategic Management Credit: 4 hours.

(B ADM 444) Policy construction and planning of policy implementation at the executive level; case studies of company-wide situations from the management point of view; and integration and application of material from previous courses. Credit is not given for both BADM 544 and 339. Prerequisite: BADM 509, 520, and 567, FIN 520, or equivalent.

CRN	Type	Section	Time	Days	Location	Instructor
29695	lecture-	X	ARRANGED			Mahoney, J

discussion						
29695: Executive MBA Students Only						

545 Found of Strategy Research Credit: 2 hours.

(B ADM 445) Seminars on topics in the development of strategic management theory. Topics include: Classics in Strategic Management (explores the historical development of the foundational literature of strategic management); and Theory Development and Assessment in Strategic Management (focuses on the process of conducting and critiquing research in the field). May be repeated in the same or separate terms to a maximum of 4 hours. Students may take multiple topics under the course designation, but can only take each topic once for credit towards degree requirements. Prerequisite: Ph.D. standing in BADM or consent of instructor.

CRN	Type	Section	Time	Days	Location	Instructor
40406	lecture-discussion	A	03:00 PM - 05:50 PM	W	room 120 Wohlers Hall	Seth, A
40406: Meets 18-Oct-04 - 10-Dec-04.						

555 Info Sys Development and Mgt Credit: 4 hours.

(B ADM 454) Addresses issues relevant to the development of large-scale information systems including systems concepts and thinking, systems development life cycle, objectives, methodology and deliverables in each phase, behavioral implications of systems development and integration information systems with business processes. Credit is not given for this course and BADM 353. Prerequisite: Graduate student standing.

CRN	Type	Section	Time	Days	Location	Instructor
29711	lecture-discussion	A	06:00 PM - 08:50 PM	M	room 226 Wohlers Hall	King, R

557 Dec Support and Knowledge Mgt Credit: 4 hours.

(B ADM 456) This graduate level course examines emerging information technologies, in particular based on the Internet and mobile applications, to support management decisions. This course combines the technical, business and managerial aspects of developing advanced electronic business systems. Credit is not given for this course and BADM 453.

CRN	Type	Section	Time	Days	Location	Instructor
40401	lecture-discussion	A	11:30 AM - 12:50 PM	MW	room 226 Wohlers Hall	Gebauer, J

568 Planning and Control Systems Credit: 4 hours.

(B ADM 468) In-depth treatment of concepts involved in designing and implementing planning and control systems within the context of a dynamic environment; particular emphasis on the systematic use of information to maintain the efficient flow of materials, utilization of people and technology, coordination with suppliers, and communication with customers. Prerequisite: First year of the MBA program or equivalent.

CRN	Type	Section	Time	Days	Location	Instructor
31451	discussion-recitation	AD1	04:30 PM - 07:20 PM	R	room 120 Wohlers Hall	Petruzzi, N
31451: Meets 18-Oct-04 - 10-Dec-04.						
31497	discussion-recitation	AD2	10:00 AM - 12:50 PM	F	room 120 Wohlers Hall	Petruzzi, N
31497: Departmental Approval Required Meets 18-Oct-04 - 10-Dec-04.						
31498	lecture	AL1	10:00 AM - 12:50 PM	F	room 120 Wohlers Hall	Petruzzi, N
31498: Departmental Approval Required Section AL1 meets Aug 25-Oct 15, 2004. Sections AD1 & AD2 meets Oct 18-Dec 10, 2004. Meets 25-Aug-04 - 15-Oct-04.						

572 Stat for Mgt Decision Making Credit: 4 hours.

(B ADM 472) The application of classical and modern statistics for business decision making. The level of the course assumes some prior knowledge of basic statistics as well as facility with elementary calculus.

CRN	Type	Section	Time	Days	Location	Instructor
29717	lecture-discussion	XX	ARRANGED			Northcraft, G
29717: Executive MBA Students Only						

575 Systems Modeling & Simulation Credit: 4 hours.

(B ADM 475) Elements of computer simulations, including modeling deterministic and stochastic systems, generation of random numbers and variables, and probability and statistics related to modeling, validating, running, and of interpreting computer simulations. Same as CS 545. Prerequisite: CS 105 or 125 and STAT 400, or equivalent background in computer and statistical principles, or consent of the instructor.

CRN	Type	Section	Time	Days	Location	Instructor
37924	lecture-discussion	A	10:30 AM - 12:20 PM	TR	room 138 Wohlers Hall	Engelbrecht-Wiggans, R

584 Global Marketing Credit: 4 hours.

(B ADM 484) Analyzes marketing strategy across national boundaries, the problems of marketing within foreign countries, and the coordination of global marketing programs. Includes problems faced by the exporter, licensor, joint venture, and multinational firm. The full range of market activities are discussed from a global perspective. Prerequisite: Graduate standing

CRN	Type	Section	Time	Days	Location	Instructor
40407	lecture-discussion	A	10:00 AM - 11:20 AM	MW	room 130 Wohlers Hall	Gow, H

40407: Departmental Approval Required

590 Seminar in Business Admin Credit: 0 to 4 hours.

(B ADM 490) Special topics in the general area of business. Topics are selected by the instructor at the beginning of each term. Approved for letter and S/U grading.

CRN	Type	Section	Time	Days	Location	Instructor
10402	independent study		ARRANGED			
10402: Departmental Approval Required						
40404	lecture-discussion	AS1	02:00 PM - 04:50 PM	T	room 223 David Kinley Hall	Seth, A
40404: 4 hoursCorporate Development: Aquisitions and Alliances						
37911	lecture-discussion	B	01:00 PM - 02:50 PM	F	room 226 Wohlers Hall	Qualls, W
37911: Topic: Proseminar in Marketing (Ph.D.)						
38753	lecture-discussion	BW2	04:30 PM - 06:20 PM	W	room 138 Wohlers Hall	Wansink, B
38753: 2 hoursTopic: Food and Brand Lab						
37912	lecture-discussion	D	09:30 AM - 11:20 AM	F	room 226 Wohlers Hall	Shah, S
37912: Topic: Proseminar in Organizational Behavior (Ph.D.)						
41176	lecture-discussion	EN	03:00 PM - 04:20 PM	MW	room 429 Armory	Hayes, E
41176: 4 hoursEntrepreneurship Sm Bus Form						
42408	conference	EU	ARRANGED			Aguilera Vaques, R
42408: European Union and EU-US Relations						
38751	lecture-discussion	GN2	03:00 PM - 05:50 PM	T	room 24 Wohlers Hall	Northcraft, G
38751: 4 hoursDepartmental Approval RequiredTopic: Bargaining and Negotiation						
37917	lecture-discussion	GXX	03:00 PM - 05:50 PM	T	room 120 Wohlers Hall	
37914	lecture-discussion	H	02:00 PM - 03:50 PM	F	room 145 Armory	Mallik, S
37914: Topic: MS/PM Proseminar (Ph.D.)						
37909	lecture-discussion	IF	01:00 PM - 02:20 PM	TR	room 236 Wohlers Hall	Yontz, R
37909: 4 hoursDepartmental Approval RequiredTopic: Oral Communication for Business						

37921	lecture-discussion	IF2	02:30 PM - 03:50 PM	TR	room 236 Wohlers Hall	Yontz, R
37921: 4 hoursDepartmental Approval RequiredTopic: Oral Communication for Business						
37907	lecture-discussion	JM	08:30 AM - 09:50 AM	MW	room 152 Wohlers Hall	Mahoney, J
37907: 4 hoursDepartmental Approval RequiredTopic: Economics of Organizations - MSA Students						
41817	lecture-discussion	MGP	09:00 AM - 11:50 AM	W	room 138 Wohlers Hall	Pratt, M
41817: 4 hoursQualitative Research Methods						
38752	lecture-discussion	MX2	11:30 AM - 12:50 PM	TR	room 130 Wohlers Hall	Xia, M
38752: 4 hoursTopic: E-Commerce Applications and Web-Based Systems						
37900	lecture-discussion	N	11:00 AM - 12:50 PM	F	room 126 Wohlers Hall	Xia, M
37900: Topic: Information Management Proseminar (Ph.D.)						
37902	lecture-discussion	O	10:00 AM - 12:50 PM	F	room 130 Wohlers Hall	Chhajed, D
37902: Topic: MSBA - IM Seminar. Note: Only MSBA - IM Students						
37903	lecture-discussion	SRM	03:00 PM - 05:50 PM	M	room 138 Wohlers Hall	Monroe, K
37903: 4 hoursTopic: Survey of research methods in Business Administration						
37905	lecture-discussion	STR	01:30 PM - 03:30 PM	F	room 24 Wohlers Hall	Williams, F
37905: Topic: Proseminar in Strategy. Note: For Ph.D. student in Strategy only.						
37916	lecture-discussion	TB	06:00 PM - 08:50 PM	T	room 226 Wohlers Hall	Babbitt, T
37916: 4 hoursTopic: Information Technology for Networked Organizations						
40409	lecture-discussion	X	ARRANGED			Krug, J
40409: 4 hoursExecutive MBA Students Only.						
40410	lecture-discussion	X1	ARRANGED			Shaw, M
40410: 4 hoursExecutive MBA Students Only.						

591 Proseminar in Business Admin Credit: 0 to 4 hours.

(B ADM 491) Lectures in topics of current interest not covered by regular course offerings. Subjects are announced in the Timetable. Approved for letter and S/U grading. Prerequisite: Consent of instructor or head of department

CRN	Type	Section	Time	Days	Location	Instructor
10403	independent study		ARRANGED			
10403: Departmental Approval Required						

593 *Research in Special Fields* Credit: 1 to 8 hours.
 (B ADM 493) Approved for both letter and S/U grading.

CRN	Type	Section	Time	Days	Location	Instructor
10404	independent study		ARRANGED			
10404: Departmental Approval Required						

594 *Independent Study and Research* Credit: 2 or 4 hours.
 (B ADM 494) Directed reading and research Approved for both letter and S/U grading.

CRN	Type	Section	Time	Days	Location	Instructor
10405	independent study		ARRANGED			
10405: Departmental Approval Required						

599 *Dissertation Research* Credit: 0 to 16 hours.
 (B ADM 499) Required of all students writing doctoral dissertations in business administration; guidance in writing theses and seminar discussions of interim progress reports. Approved for S/U grading only.

CRN	Type	Section	Time	Days	Location	Instructor
10406	independent study		ARRANGED			
10406: Departmental Approval Required						