

# BUSINESS ADMINISTRATION (BADM)

## **BADM 1801. Contemporary Issues in the World of Business. (1-3 Credits)**

The world of business has changed. No longer can we refer to the cliché "business as usual." Today's business world is a complex, challenging and exciting place. Each section of this course will capture some aspect of that challenge and excitement. Students will be exposed to undercurrents that challenge and perplex today's managers and executives around the globe. Students should consult the scheduling booklet for specific topics offered. May be repeated in different sections for up to three credits maximum. May not be used to satisfy Junior-Senior level major requirements of the School of Business.

**Enrollment Requirements:** Open to freshmen and sophomores, others with consent of instructor.

May be repeated for a total of 3 credits

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%201801>)

## **BADM 2101. Principles of Managerial Accounting. (3 Credits)**

(Also offered as ACCT 2101.) Internal reporting to managers for use in planning and controlling operating systems, for use in decision making, formulating major plans and policies, and for costing products for inventory valuation and income determination. Formerly offered as BADM 2710.

**Enrollment Requirements:** ACCT 2001; open only to non-business students of sophomore or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%202101>)

## **BADM 2234. The Entrepreneurial Journey. (3 Credits)**

(Also offered as MENT 2234.) Interdisciplinary introduction to entrepreneurship; evaluating benefits and risks, assessing opportunities, and considering entrepreneurship as part of academics and career.

**Enrollment Requirements:** Open only to non-business majors; not open to students who have passed or are currently taking MENT or BADM 3234.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%202234>)

## **BADM 2235. Personal Financial Literacy. (3 Credits)**

(Also offered as BUSN 2235.) Introduction to essential topics in personal finance for individuals and entrepreneurs. Financial literacy, personal finance topics including recordkeeping, budgeting, risk, insurance, credit, purchasing decisions, savings/investment options, income taxation of individuals and small businesses, and retirement savings.

**Enrollment Requirements:** Open only to non-business majors.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%202235>)

## **BADM 2236. Content Entrepreneurship. (3 Credits)**

(Also offered as MENT 2236.) Preparation to assess entrepreneurial opportunities as they relate to the content media sector. Building an accessible content media business to establish a unique niche, grow an audience, and create value from the content the business develops. Hiring and leading creative content and business teams; developing external networks as resources for growth; determining a strategy to guide business development; managing content production and delivery; formulating monetization strategies built on innovative business models.

**Enrollment Requirements:** Open only to non-business majors.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%202236>)

## **BADM 2237. Personal Brand Management. (3 Credits)**

(Also offered as MKTG 2237.) Introduction to building, leveraging, and managing a personal brand; concepts and perspectives relevant to any student looking to build a personal brand and business. Consideration of various media to engage with target customers and businesses and how to choose among alternative media platforms and messages. Students will analyze their individual strengths, weaknesses, opportunities, and threats; learn how to position and design a personal brand; learn how to measure personal brand assets and performance over time; and create a personal brand portfolio and a plan for marketing themselves within their chosen industry.

**Enrollment Requirements:** Open only to non business majors.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%202237>)

## **BADM 2238. Legal Aspects of Personal Brand Management. (3 Credits)**

(Also offered as BLAW 2238.) Legal issues related to personal brand management. The role of contract law, data privacy and integrity, trademark and intellectual property law, rights of publicity, ethical issues, the principal-agent relationship, and related topics. Experience in identifying and critically assessing legal challenges that arise from personal brand management and understanding how to reach concrete solutions to legal problems. BADM 2238.

**Enrollment Requirements:** Open only to non-business majors.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%202238>)

## **BADM 2891. Foreign Study Internship. (1-6 Credits)**

Provides students the opportunity to be engaged in meaningful professional activity without the expectation of a significant level of prior academic experience in business. Consent of Associate Dean for Undergraduate Programs required. Student performance will be evaluated on the basis of an appraisal by the field supervisor and a detailed written report submitted by the student. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

**Enrollment Requirements:** Department consent.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%202891>)

## **BADM 2893. Foreign Study. (1-15 Credits)**

Special topics taken in a foreign study program. With a change in content, may be repeated for credit.

May be repeated for credit

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%202893>)

## **BADM 3103. Business Information Systems. (3 Credits)**

(Also offered as OPIM 3103.) Information needs of managers, the structure of the information systems required to fill these needs, systems development, business computing technology, and management applications within major business functional subsystems.

**Enrollment Requirements:** Open only to non-business students of sophomore or higher status. May not be taken out of sequence after passing OPIM 3207, 3211, 3212, 3505 or 3506.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203103>)

**BADM 3104. Operations Management. (3 Credits)**

(Also offered as OPIM 3104.) Introduction to concepts, models, and information systems applicable to the planning, design, operation and control of systems which produce goods and services. Topics include process design, facility locations, aggregate planning, inventory control, and scheduling.

**Enrollment Requirements:** Open only to non-business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203104>)

**BADM 3201. Intermediate Accounting I. (3 Credits)**

(Also offered as ACCT 3201.) An in-depth study of financial accounting, giving particular emphasis to balance sheet valuations and their relationship to income determination.

**Enrollment Requirements:** ACCT 2101 or BADM 2710; ECON 1200, or ECON 1201 and 1202, or ARE 1150 and ECON 1202; open only to non-Business students of junior or higher status. May not be taken out of sequence after passing ACCT or BADM 3202.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203201>)

**BADM 3202. Intermediate Accounting II. (3 Credits)**

(Also offered as ACCT 3202.) A continuation of ACCT/BADM 3201.

**Enrollment Requirements:** BADM 3201 or ACCT 3201; open only to non-Business students of junior or higher status. May not be taken out of sequence after passing ACCT 4203 or ACCT/BADM 4243.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203202>)

**BADM 3221. Cost Accounting. (3 Credits)**

(Also offered as ACCT 3221.) The study of (1) product costing as a basis for income determination and inventory valuation and (2) accounting concepts for planning and controlling organizational operations.

**Enrollment Requirements:** ACCT 2101 or BADM 2101; open only to non-business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203221>)

**BADM 3234. Opportunity Generation, Assessment, and Promotion. (3 Credits)**

(Also offered as MENT 3234.) A hands-on experience in opportunity development, exposing students to three distinct modules. The first, creativity and innovation, stimulates the flow of ideas. The second, feasibility analysis, runs these ideas through a comprehensive assessment framework. The third module, getting the first customer, focuses on the initial sales and marketing process needed to get the idea off the ground.

**Enrollment Requirements:** Open only to non-business students of junior or higher status. It is highly recommended that students take BADM 3740 or MENT 3101, and ACCT or BADM 2101 prior to BADM 3234.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203234>)

**BADM 3235. Venture Planning, Management, and Growth. (3 Credits)**

(Also offered as MENT 3235.) An exposure to multiple facets of starting and managing new ventures in a very hands-on fashion. The course involves an integration of business skills that are required for preparing and pitching new business plans.

**Enrollment Requirements:** Open only to non-BUSN students of junior or higher status. Recommended preparation: BADM or MENT 3234; BADM 3740 or MENT 3101; and ACCT or BADM 2101.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203235>)

**BADM 3252. Business and Human Rights. (3 Credits)**

(Also offered as BLAW 3252.) This course examines the human rights implications of multinational enterprises' global operations. Students learn how to assess corporate social impact through a human rights framework, consider the challenges of regulating the human rights impacts of global business, analyze international policy responses, and evaluate the effectiveness of different approaches to enforcing human rights standards for corporations.

**Enrollment Requirements:** Open only to non-business students of junior or higher status. Not open for credit to students who have passed or are taking BLAW 5252.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203252>)

**BADM 3253. Sustainability, Markets, and Society. (3 Credits)**

(Also offered as BLAW 3253.) This course examines sustainability in the context of the natural and social ecosystems in which business operates. Students learn how the environmental and social impacts of business are affected by the interactions of firms with laws and legal institutions, markets, and society globally. Students gain experience assessing firm policies and practices and developing legally-astute and ethically-aware policies to achieve sustainability and to generate positive environmental and social outcomes.

**Enrollment Requirements:** Open only to non-business students of junior or higher status. Not open to students who have passed or are taking BLAW 5253.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203253>)

**BADM 3254. Social Responsibility and Accountability in Business. (3 Credits)**

(Also offered as BLAW 3254.) This course examines corporate social responsibility (CSR), accountability, and related concepts. Students learn about the actors, processes, legal and social norms that shape firm's management of environmental, social and governance (ESG) issues from a global and human rights perspective. Students gain experience in identifying and critically assessing market-based solutions to societal challenges.

**Enrollment Requirements:** Open only to non-business students of junior or higher status. Not open for credit to students who have passed or are taking BLAW 5254.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203254>)

**BADM 3255. Global Issues in Marketing for Social Impact. (3 Credits)**

(Also offered as MKTG 3255.) This course provides an overview of current local and global market-focused topics and practices that can both positively contribute to, and adversely affect, societal well-being. Students learn how to evaluate the social impact of marketing and business strategies. Students gain experience analyzing and developing business strategies for social responsibility and impact.

**Enrollment Requirements:** Open only to non-business majors of junior or higher status. Not open for credit to students who have passed or are taking MKTG 5255.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203255>)

**BADM 3258. Marketing Strategy for Environmental and Social Impact. (3 Credits)**

(Also offered as MKTG 3258.) This course examines strategic marketing decisions associated with creating and serving customer demand for products and services with positive social and environmental impact. Students learn to assess and plan for organization and market readiness to make and adopt such offerings and to go to market with impactful and authentic products, services, brands, and customer experiences. Students gain experience researching and presenting current readiness, designing, and positioning potential offers to connect with targeted customer segments, and developing creative briefs to guide potential promotional campaigns.

**Enrollment Requirements:** MKTG 3101 or BADM 3750. Open only to non-business majors of junior or higher status. Not open to students who have passed or are taking MKTG 5258.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203258>)

**BADM 3260. Federal Income Taxes. (3 Credits)**

(Also offered as ACCT 3260.) A study of the underlying concepts of federal income taxation. Emphasis to be placed upon the impact of taxes on business decisions.

**Enrollment Requirements:** ACCT 3201 or BADM 3201; open only to non-Business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203260>)

**BADM 3265. Volunteer Income Tax Assistance for Preparers. (2 Credits)**

(Also offered as ACCT 3265.) IRS Certification in Basic Domestic and International Student and Scholar tax returns. Research and analyze current tax issues, interview a diverse group of real taxpayers, prepare real returns and respond to immediate feedback while working in a controlled setting under the supervision of a CPA. Students learn practical accounting and tax skills and procedures, while providing a valuable service to our community. Gives students the rare opportunity to gain technical industry experience in an academic environment. ACCT/BADM 4265 can be taken for one credit subsequent to ACCT/BADM 3265. Students in ACCT/BADM 4265 serve as qualified reviewers.

**Enrollment Requirements:** ACCT 2001; open only to non-business majors of sophomore or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203265>)

**BADM 3274. Real Estate Law. (3 Credits)**

(Also offered as BLAW 3274.) This course provides an introduction to the legal and ethical aspects of real estate law. Students learn to explain and distinguish basic legal concepts related to ownership, real estate interests, real estate closings, brokerage, property management, financing methods, and taxation. Students gain practical experience navigating legal documents and performing a limited title search.

**Enrollment Requirements:** BLAW 3175 or BADM 3720; open only to non-business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203274>)

**BADM 3301. Spreadsheet Modeling for Business Analysis. (3 Credits)**

(Also offered as OPIM 3301.) This course provides an introduction to business decision and data analysis with electronic spreadsheets in Excel, the primary quantitative analysis software in business environments. Modeling and decision techniques are covered in combination with Excel functions and tools. Applications in different business functional areas are also covered. Each student is required to bring a laptop installed with Microsoft Excel that can connect to the internet. Formerly offered as BADM/OPIM 3803.

**Enrollment Requirements:** OPIM or BADM 3103; Open only to non-business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203301>)

**BADM 3302. Data Visualization. (3 Credits)**

(Also offered as OPIM 3302.) Introduces the techniques and best practices in visualizing data. Examines cognitive function and its role in data visualization designs; showing that data visualization can reveal answers and questions alike. Utilizing state of the art software, the use of parameters, filters, calculated variables, color, space and motion to visually articulate the data are surveyed. The use of dashboards to quickly reveal data-driven information that has daily relevance to executives, managers, supervisors and line personnel are investigated. Each student is required to bring a laptop (with Windows or Mac OS) that can connect to the Internet and handle required software (see School of Business specifications). Formerly offered as BADM/OPIM 3804.

**Enrollment Requirements:** OPIM or BADM 3103; Open only to non-business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203302>)

**BADM 3370. Global Marketing Strategy. (3 Credits)**

(Also offered as MKTG 3370.) This course focuses on developing sound marketing strategies in the global marketplace. Students learn to uncover and assess global market opportunities; analyze challenges and solutions posed by cultural, economic, and political differences; and develop effective international marketing strategies considering legal, ethical, and social sustainability issues. Students gain experience conducting research on global markets and applying their knowledge in complex business settings.

**Enrollment Requirements:** MKTG 3101 or BADM 3750; open only to non-business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203370>)

**BADM 3401. Business Software Development. (3 Credits)**

(Also offered as OPIM 3401.) This course introduces students to the development of computer software for business information processing. Topics include flowcharting, pseudocode, programming with a business-oriented computer language, file processing concepts, and on-line and batch processing. Formerly offered as OPIM 3220.

**Enrollment Requirements:** Open only to non-business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203401>)

**BADM 3402. Mobile Application Development. (3 Credits)**

(Also offered as OPIM 3402.) This course will show students how to develop cross-platform mobile applications for both iOS and Android systems. Students will learn how to plan and create their own mobile applications. Graphical User Interface (GUI) design skills as well as programming logics will be taught and emphasized throughout the course. Upon completion of this course, students should be able to use the programming skills they learn to develop user-friendly mobile apps for both iPhones and Android devices. Formerly offered as OPIM 3224.

**Enrollment Requirements:** Open only to non-business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203402>)

**BADM 3403. UX / UI Design. (3 Credits)**

(Also offered as OPIM 3403.) This course is designed to provide students with a comprehensive understanding of user experience (UX) and user interface (UI) design principles, methodologies, and practices. The course will cover the structure of design thinking and guide students through the iterative design process, from initial concept development to final UI implementation. Formerly offered as BADM/OPIM 3805.

**Enrollment Requirements:** OPIM or BADM 3401; Open only to non-business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203403>)

**BADM 3452. Professional Selling. (3 Credits)**

(Also offered as MKTG 3452.) This course provides an introduction to the role of professional selling in generating customer demand and delivering compelling customer experiences as part of the marketing mix. Students learn concepts and skills to create mutual value at each stage of the sales process, with a focus on business-to-business marketing contexts. Students gain experience interacting virtually with clients and colleagues and practice these skills in an integrated manner to win orders for an organization.

**Enrollment Requirements:** MKTG 3101 or BADM 3750; open only to non-business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203452>)

**BADM 3454. Sales Management and Leadership. (3 Credits)**

(Also offered as MKTG 3454.) This course provides an introduction to sales force management. Students learn to effectively work within, manage, and ultimately lead in a dynamic sales force environment from the perspectives of sales operations, sales management, sales strategy, and sales leadership. Students gain experience in executing practical selling and engagement techniques in a professional selling situation.

**Enrollment Requirements:** MKTG 3101 or BADM 3750; open only to non-business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203454>)

**BADM 3601. Managerial Supply Chain Management. (3 Credits)**

(Also offered as OPIM 3601.) This course is designed to introduce students to the fundamentals of supply chain management. It will discuss the parts of a supply chain and how they relate to each other. Techniques to manage supply chain related interactions and relationships will also be taught. Topics will be presented with a focus on preparing students to make decisions relating to supply chain management. Specific skills that will be taught are business analysis, sourcing, quality, global impacts, financial considerations, contracting, negotiation, and other skills for managing a supply chain.

**Enrollment Requirements:** Open only to non-business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203601>)

**BADM 3602. Supply Chain Logistics. (3 Credits)**

(Also offered as OPIM 3602.) This course will introduce students to supply chain logistics that manages movement and storage of goods, services, and related information from source to destination along the supply chain. Topics include distribution network design, supply/demand planning, inventory management, transportation planning, warehouse operations. Students will learn quantitative methods and analytics tools and apply them to various decisions in supply chain logistics.

**Enrollment Requirements:** STAT 1000Q or 1100Q or equivalent; open only to non-business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203602>)

**BADM 3603. Project Management and Planning. (3 Credits)**

(Also offered as OPIM 3603.) Provides an introduction to the concepts necessary for both project managers and project team members to deliver successful projects on time, on budget and in scope. The phases and knowledge areas of project management, as defined by the Project Management Institute (PMI), are covered as well as the tools and techniques in each area for successful project management. An introduction to Microsoft Project software will also be covered. Formerly offered as BADM/OPIM 3801.

**Enrollment Requirements:** Open only to non-business majors of junior or higher status. Credit will not be given if OPIM 5270 has been taken to fulfill undergraduate degree requirements.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203603>)

**BADM 3625. Integrated Marketing Communications in the Digital Age. (3 Credits)**

(Also offered as MKTG 3625.) This course provides an introduction to the design, coordination, integration, and management of marketing communications in the digital age. Students learn how advertising aligns with companies' strategic goals and to develop and evaluate media strategies. Students gain experience critiquing and developing key aspects of integrated marketing communications campaigns using traditional, social, and mobile media.

**Enrollment Requirements:** MKTG 3101 or BADM 3750; open only to non-business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203625>)

**BADM 3660. International Business Law. (3 Credits)**

(Also offered as BLAW 3660.) This course provides an introduction to the legal and ethical environment of international business. Students learn the foundations of the international legal system, contrast laws and values of selected regions and countries, examine international treaties and entities, identify the law applicable to international trade and business transactions, distinguish rules and procedures governing international dispute resolution, and evaluate the impact of these factors on global business operations. Students gain experience negotiating and drafting international contracts.

**Enrollment Requirements:** BLAW 3175 or BADM 3720; open only to non-business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203660>)

**BADM 3661. Marketing and Digital Analytics. (3 Credits)**

(Also offered as MKTG 3661.) This course provides an advanced understanding of how to analyze data to gain insights in digital marketing. Students learn to select appropriate analytical tools, conduct analyses, and extract insights from data analysis to support managerial decision making. Students gain hands-on computer-based experience with basic and advanced analytical tools, analyzing digital data sets, and making marketing decisions.

**Enrollment Requirements:** MKTG 3101 or BADM 3750; open only to non-business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203661>)

**BADM 3665. Digital Marketing. (3 Credits)**

(Also offered as MKTG 3665.) This course provides an introduction to digital marketing strategies. Students learn to align digital marketing strategies with companies' overall marketing goals, and to understand the major tools of digital marketing, such as web research, analytics, search engine optimization, online ads, and social media. Students gain experience developing, implementing, and evaluating digital marketing strategies.

**Enrollment Requirements:** MKTG 3101 or BADM 3750; open only to non-business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203665>)

**BADM 3677. The Law of Business Transactions. (3 Credits)**

(Also offered as BLAW 3677.) This course provides an introduction to the law that shapes and guides commercial transactions. Students learn to understand and apply the legal rules governing contract formation, contract performance and breach, bankruptcy, and personal property, among other areas.

**Enrollment Requirements:** BLAW 3175 or BADM 3720; open only to non-Business students of junior or higher status. Not open to students who have passed or are taking BLAW 3277.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203677>)

**BADM 3701. Network Design and Applications. (3 Credits)**

(Also offered as OPIM 3701.) Principles and applications of business telecommunications emphasized. Course covers important network systems as well as crucial techniques in building these systems. Students participate in network design and implementation project.

**Enrollment Requirements:** Open only to non-business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203701>)

**BADM 3702. Risk, Trust, and Modern Security. (3 Credits)**

(Also offered as OPIM 3702.) This course explores systems of trust and the technologies used to support them. Students will take an interdisciplinary look at the assessment of risk and explore modern methods used to cover various types of risks.

**Enrollment Requirements:** Open only to non-business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203702>)

**BADM 3720. The Legal and Ethical Environment of Business. (3 Credits)**

(Also offered as BLAW 3175.) This course provides an introduction to law, ethics, and social responsibility, and the foundation for advanced business law electives. Students learn to evaluate the impact of the legal and regulatory system on business operations, consider the role and functioning of legal institutions, and apply legal rules such as the Uniform Commercial Code to anticipate and avoid liability. Students gain experience identifying and solving legal and ethical problems using analytical tools.

**Enrollment Requirements:** Open only to non-Business students of sophomore or higher status. May not be taken out of sequence after passing BADM/BLAW 3274, 3660, or BLAW 3277.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203720>)

**BADM 3730. Financial Management. (3 Credits)**

(Also offered as FNCE 3101) An introductory examination of how a business plans its needs for funds, raises the necessary funds, and invests them to attain its goals.

**Enrollment Requirements:** ACCT 2001; ECON 1200 or both ECON 1201 (or ARE 1150) and 1202; MATH 1070Q and MATH 1071Q, or MATH 1131Q and MATH 1070Q or MATH 1132Q, or MATH 1125Q, MATH 1126Q and MATH 1132Q or MATH 1070Q; STAT 1000Q or 1100Q; open only to non-Business students with 40 or more credits. May not be taken out of sequence after passing FNCE 3302, 3303, 4209, 4302, FNCE 4304, 4305, 4306, 4307, 4308, 4309, 4410, 4420, 4430, 4450.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203730>)

**BADM 3740. Managerial and Interpersonal Behavior. (3 Credits)**

(Also offered as MENT 3101.) Topics covered include individual work motivation, interpersonal communications in organizations, team building and group processes, leadership, decision-making, and understanding and managing workplace diversity. Classes will emphasize interpersonal and leadership skill-building through the inclusion of exercises which rely on active participation of class members.

**Enrollment Requirements:** ECON 1200 or ECON 1201 and 1202 or ARE 1150 and ECON 1202; ENGL 1007 or 1010 or 1011; all of which may be taken concurrently; open to non-business majors of sophomore or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203740>)

**BADM 3741. Foundations of Venture Capital. (3 Credits)**

(Also offered as MENT 3741.) This course introduces students to venture capital investing, one of the primary ways that early-stage entrepreneurial firms acquire funding for growth. This interdisciplinary course requires no prior knowledge and seeks to nurture interest and enthusiasm for venture capital investing and entrepreneurship. Students learn the structure of the venture capital industry, how venture firms operate, and key components of venture deals. The course helps students assess whether participation in Hillside Ventures – UConn’s student-led venture investing fund might be part of their UConn career.

**Enrollment Requirements:** Open only to non-business students of sophomore or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203741>)

**BADM 3742. Venture Investment Sourcing and Analysis. (3 Credits)**

(Also offered as MENT 3742.) Students learn to apply venture investment concepts and tools by engaging in real venture investing as part of Hillside Ventures – UConn’s student-led venture investing fund. The course teaches students skills for sourcing potential deals, communicating with founders, and completing multi-faceted analyses of each opportunity. Students learn from industry experts and build their own network of founders, investors, and topic experts to support their hands-on skill development.

**Enrollment Requirements:** Open only to non-business majors of junior or higher status. Consent of instructor and Department Head required.

Recommended preparation: MENT 3741 or BADM 3741.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203742>)

**BADM 3750. Introduction to Marketing Management. (3 Credits)**

(Also offered as MKTG 3101.) This course provides an introduction to key marketing principles and the foundation for advanced marketing electives. Students learn to explain the role of marketing in organizations, evaluate strategies and formulate recommendations. Students gain experience in using data to develop and effectively communicate marketing decisions.

**Enrollment Requirements:** C in ACCT 2001; ECON 1200, or ECON 1201 and 1202, or ARE 1150 and ECON 1202; ENGL 1007 or ENGL 1010 or ENGL 1011; MATH 1070Q#and#1071Q; or#MATH 1131Q#and#MATH 1070Q or MATH 1132Q; STAT 1000Q#or#1100Q; open only to junior or higher non-business majors. May not be taken out of sequence after certain MKTG or BADM courses.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203750>)

**BADM 3757. Strategic Brand Management. (3 Credits)**

(Also offered as MKTG 3757.) This course provides an introduction to building, leveraging, and enhancing brand equity and making strategic brand decisions. Students learn to design brands, build brand communities, measure brand performance, manage a brand portfolio, and conduct brand assessments.

**Enrollment Requirements:** MKTG 3101 or BADM 3750; open only to non-business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%203757>)

**BADM 4243. Assurance Services. (3 Credits)**

(Also offered as ACCT 4243.) Focuses on issues relevant to the public accounting profession, such as legal liability and ethics, audit risk analysis, planning of audit engagements, audit reports, and other assurance services and reports. Students will learn to think critically about issues facing the accounting profession, primarily by analyzing cases and completing a number of individual and group research projects.

**Enrollment Requirements:** BADM 3202 or ACCT 3202; open only to non-Business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%204243>)

**BADM 4741. Advanced Venture Investing. (3 Credits)**

(Also offered as MENT 4741.) This course strengthens students’ understanding of what constitutes a quality venture capital investment opportunity through their role in Hillside Ventures – UConn’s student-led venture investing fund. Members in this class lead teams through the venture investment cycle including sourcing investment opportunities, evaluating growth potential, completing due diligence assessments, and developing and finalizing deal terms.

**Enrollment Requirements:** MENT 3742 or BADM 3742; open only to non-business students of junior or higher status; consent of instructor and Department Head required.

May be repeated for a total of 6 credits

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%204741>)

**BADM 4742. Leading a Venture Fund. (3 Credits)**

(Also offered as MENT 4742.) These students lead in all phases of managing a student-led venture capital fund including designing processes and structures for making high quality investments, leading student peers, and communicating with external constituencies.

**Enrollment Requirements:** MENT 4741 or BADM 4741; open only to non-business majors of junior or higher status; consent of instructor and Department Head required.

May be repeated for a total of 6 credits

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%204742>)

**BADM 4881. Internship in Business Administration. (1-6 Credits)**

Provides students with an opportunity for a supervised internship relevant to one or more major areas within the School. Students will work under the supervision of one or more professionals in the specialty in question. Student performance will be evaluated on the basis of an appraisal by the field supervisor and a detailed written report, submitted by the student. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

**Enrollment Requirements:** Open to juniors or higher; consent of the Associate Dean for Undergraduate Programs required.

May be repeated for credit

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%204881>)

**BADM 4882. Practicum in Professional Sales. (3 Credits)**

(Also offered as MKTG 4882.) Course credit for a professional sales internship. Students are responsible for obtaining an internship with a host company in the field of professional sales. Student performance will be evaluated based on an appraisal by the host company and a detailed written report submitted by the student. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

**Enrollment Requirements:** MKTG 3101 or BADM 3750 and consent of instructor; open only to non-business majors of junior or higher status. View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%204882>)

**BADM 4893. Foreign Study. (1-6 Credits)**

Special topics taken in a foreign study program.

**Enrollment Requirements:** Open to juniors or higher.

May be repeated for credit

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%204893>)

**BADM 4895. Special Topics. (1-6 Credits)**

An upper-level course on special topics in business administration as announced in advance for each semester. With a change in content, may be repeated for credit.

**Enrollment Requirements:** Announced separately for each course offering.

May be repeated for credit

View Classes (<https://catalog.uconn.edu/course-search/?details&code=BADM%204895>)