University of Connecticut  
School of Pharmacy  
LEADERS Track  
Business/Management Electives  
Updated, January 2018

Business courses with no required Pre-requisites:

Three credits. Not recommended for freshmen.  
The study of the generation and interpretation of accounting information as a basis for financial statement analysis and management decision-making.

BUSN 3003W. Business Communications  
(Formerly offered as BADM 4075W) Three credits. Prerequisite: ENGL 1010 or 1011 or 2011; open to sophomore or higher business majors. Not open to students who have passed BUSN 3002W.  
Techniques for improving professional writing and oral communications skills and ways in which visual communications, document design, and use of workplace technologies shape the message.

BADM 3252. Corporate Social Impact and Responsibility  
Three credits. Prerequisite: Open only to non-business students of junior or higher status. Not open to students who have passed or are taking BLAW 3252 or HRTS 3252.  
Social impact and human rights implications related to global operations of multinational corporations; regulatory environment and competitive contexts that govern responsible business conduct on a global scale, how to navigate regulatory mandates and design social responsibility strategies to increase a firm’s reputation, reduce costs, and improve its competitive positioning while respecting human rights principles.

BADM 3254. Business Solutions to Societal Challenges  
Three credits. Prerequisite: Open only to non-Business students of junior or higher status. Not open to students who have passed or are taking BLAW 3254 or HRTS 3254.  
Market-based solutions to social and human rights challenges; how companies create value both for society and business, including role of for-profit businesses as agents for positive social impact in changing legal, regulatory, policy, and market environments. Regulatory and business strategies for long-term economic viability, sustainability, and human rights. Social innovation, statutory benefit corporations, corporate social certifications, social investment, shared value, strategic philanthropy, and business opportunities serving emerging markets.
BADM 3720: The Legal and Ethical Environment of Business

Three credits. Prerequisite: Open only to non-Business students of junior or higher status. Not open to students who have passed or are taking BLAW 3175. May substitute for BLAW 3175 for Business majors.

The meaning of law and the structure of the legal and regulatory system are studied with a view toward the impact of law upon the operation of global business. Key philosophies of ethics and social responsibility are examined through the lens of stakeholder analysis and other analytical tools. Examination of the institutional foundations of law including court systems, court procedures, and constitutional law. The application of law to shape the legal environment of business through government regulation and legal liability is examined through exploration of tort and product liability, worker protection, and business organization law.

BADM 3740: Managerial and Interpersonal Behavior

Three credits. Prerequisite: Open only to non-Business students of junior or higher status. Not open to students who have passed or are taking MGMT 3101. Will not substitute for MGMT 3101 for students who enter the School of Business. May not be used to satisfy Junior-Senior level major requirements of the School of Business.

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

BADM 3760: Business Information Systems

Three credits. Prerequisite: Open only to non-Business students of junior or higher status. Not open to students who have passed or are taking OPIM 3103. Will not substitute for OPIM 3103 for students who enter the School of Business. May not be used to satisfy Junior-Senior level major requirements of the School of Business.

Introduction to the information needs of managers, the structure of the information systems required to fill these needs, systems development, and business computing technology. Also covers selected management applications within the major business functions.

BADM 3761: Operations Management

Three credits. Prerequisite: Open only to non-Business students of junior or higher status. Not open to students who have passed or are taking OPIM 3104 or MEM 2221. Will not substitute for OPIM 3104 for students who enter the School of Business. May not be used to satisfy Junior-Senior level major requirements of the School of Business.

Introduction to the fundamentals of engineering management: the tasks of planning and controlling activities that have a technological component; the human element in production, research, and service organizations; and the stochastic nature of management systems. Extended coverage of technology management and value innovation.
Other business courses not restricted to business majors:

**BADM 2710. Principles of Managerial Accounting**

(Formerly offered as BADM 3710.) Three credits. Prerequisite: ACCT 2001; open only to non-Business students of sophomore or higher status. Not open to students who have passed or are taking ACCT 2101. May substitute for ACCT 2101 for students who enter the School of Business.

A survey of internal reports 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.

**BADM 3234. Opportunity Generation, Assessment, and Promotion**

(Formerly offered as BADM 3741.) Three credits. Prerequisite: Open only to non-Business students of junior or higher status. Not open to students who have passed or are taking MGMT 3234. It is highly recommended that students take BADM 3740 or MGMT 3101 and ACCT 2101 or BADM 2710 prior to BADM 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.

**BADM 3235. Venture Planning, Management, and Growth**

(Formerly offered as BADM 3742.) Three credits. Prerequisite: BADM 3234 or MGMT 3234. Open only to non-Business students of junior or higher status. Not open to students who have passed or are taking MGMT 3235. It is highly recommended that students take BADM 3740 or MGMT 3101 and ACCT 2101 or BADM 2710 prior to BADM 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.

**BADM 3274. Real Estate Law**

Three credits. Prerequisite: 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 3274. May substitute for BLAW 3274 for Business majors.

Examination of the legal and ethical aspects of real estate interests, transactions, zoning, and land use. A study is made of present and future land interests, non-possessory interests, fixtures, liens, co-ownership of real estate, residential and commercial landlord-tenant relationships, multi-unit real estate interests, real estate brokerage and fair housing, transfer and financing methods, environmental law, and taxation of real estate transactions.

**BADM 3660. International Business Law**

Three credits. Prerequisite: 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 3660. May substitute for BLAW 3660 for Business majors.

Designed to acquaint the student with international business law and with the legal and ethical environment of conducting international business. In examining the legal considerations involved in doing business internationally, this course explores the law surrounding international dispute resolution, the international sale of goods, international
intellectual property law, and other issues. Also explores the legal system of selected foreign countries, major treaties and international entities such as the North American Free Trade Agreement, the World Trade Organization, the European Union, and related topics.

BADM 3673. Business Organizations and Governance

Three credits. Prerequisite: 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 3673. May substitute for BLAW 3673 for Business majors.

Examination of the legal aspects of managing and financing partnerships, corporations, and other business organizations. In the study of these organizations, emphasis is placed on ethics and social responsibility, public policy issues concerning their activities, management of various types of financial risk, and the roles and fiduciary duties of professional service providers (such as accountants, asset managers, investment bankers, and risk managers). Securities, banking, and derivatives regulation, capital adequacy, mergers and acquisitions, and corporate governance, among other areas, are covered.

BADM 3678. Intellectual Property Law and Ethics in the Digital Age

Three credits. Prerequisite: BLAW 3175 or BADM 3720 or DMD 1000; open only to non-Business students of junior or higher status. Not open for credit to students who have passed or are taking BLAW 3678. May substitute for BLAW 3678 for Business majors.

Examination of the legal and ethical environment of intellectual property with a particular focus on its application to the production, protection, and use of digital media for private and professional purposes. Major ethical theories will be introduced and applied to digital media and technology firms. The application of intellectual property law as it pertains to various business areas such as marketing, media, sports, visual and performing arts will be examined. Freedom of expression, privacy, plagiarism, defamation, and commercial speech will also be explored. Covers related aspects of advertising, Internet law, and the global legal implication of digital media use.

BADM 3681. Legal Aspects of Entrepreneurship

Three credits. Prerequisite: BLAW 3175 or BADM 3720 or DMD 1000; open only to non-Business students of junior or higher status. Not open for credit to students who have passed or are taking BLAW 3681. May substitute for BLAW 3681 for Business majors.

Focuses on legal issues affecting new and growing businesses. Topics include choosing a legal form for the business, raising money and securities regulation, mergers, acquisitions, and liquidation. Also covers protecting intellectual property, employment, consumer protection, sales contracts and liability. In addition legal aspects of distribution, e-commerce, establishing a presence in a foreign market and environmental law are studied.

OPIM 3801. Principles of Project Management

Three credits. Prerequisite: Open only to Business majors of junior or higher status.

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.
OPIM 3802. Data and Text Mining

Three credits. Prerequisite: STAT 1000Q, 1100Q, or equivalent; open only to Business majors of junior or higher status, others with permission of Department Head. 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).

Introduction to the concepts of data and text mining and positions students to structure and successfully complete information analytics projects. Various concepts and approaches are analyzed and subsequently implement using state-of-the-art analytic toolsets.

OPIM 3103. Business Information Systems

Three credits. Prerequisite: Open only to Business majors of sophomore or higher status; others with the consent of the Operations and Information Management Department Head.

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.