

Undergraduate Strategic Business Administration



Students will develop practical managerial and communication skills and the decision-making capability necessary to compete in today's challenging business environment.

Students will increase their understanding of the various business functions and their interconnections while potentially engaging in a specific concentration to further augment management competencies.

At Ottawa University

The Strategic Business Administration degree provides an opportunity for students to enhance current business skills beyond technical proficiency and job-specific hard skills to include more interpersonal skills that are less quantifiable in nature. This degree will strengthen a student's written and oral communication, and emphasize the importance of analytical skills by incorporating data analysis, problem-solving and critical-thinking. Furthermore, this degree program focuses on ethical management, teamwork and collaboration along with the important use of technology within a business setting.

Careers

Adult students with completing the Strategic Business Administration degree understand how business works and the intricacies and interdependencies within each discipline. More specifically, they know how each business area relates to one another. As an example, one potential employment opportunity for business administration majors is the position of management analyst. Some additional employment opportunities include purchasing manager, business development manager, human resource manager, and entrepreneur among others (Bureau of Labor Statistics, 2019).

Education and Qualifications

Individuals interested in this degree program must have two to three years of full-time work experience and must submit a professional resume and personal essay describing prior and current work experience, including intent of enrollment to this program. Upon completion of this degree program, students will be prepared for advancement within their current organizations. In larger organizations and for higher-level positions, a master's degree in business administration (MBA) may be required for further advancement.

Undergraduate Strategic Business Administration

Foundation Courses

ACC 20364 Accounting for Business Operations

Introduces operating activities of business. Emphasis on using income statements to plan and evaluate the operations of a for-profit entity.

ECO 20163 Macroeconomics

Focuses on inflationary consequences of monetary and fiscal policies designed to eliminate poverty and unemployment, significance of money and government deficits on attainment of goals of high employment and economic growth in a non-inflationary environment and role of the dollar in international trade.

ECO 20263 Microeconomics

Study of the role of prices in allocating and developing scarce resources to meet the needs and demands of consumers, the impact of the profit motive on business size and efficiency, the economic power of large-scale business firms, the interplay of private and public choice through price controls, business regulation and taxation.

MAT 20143 Business Mathematics

Focuses on basic mathematics skills, business mathematics applications and problem solving strategies. Concepts include properties of real numbers, fundamental operations of rational numbers, fractions, decimals, percents, numerical and graphical descriptions of data, basic probability, and logical thinking. Alternate: MAT 20043 (Recommended) or MAT 10643.

OAD 30763 Business Statistics

Focuses on basic methods of research design and analysis of data including descriptive and inferential statistics. Topics include mean, median, mode, frequency distributions, range, standard deviation, probabilities of sampling selection, Z-score, T-value, regression and correlation, hypothesis testing, analysis of variance, and Chi-square analysis.

OAD 31664 Business Ethics

Introduces development of personal and group norms required for work places. Topics include moral reasoning in business, employee rights and responsibilities of corporations.

Required Major Courses

OAD 30063 Behavior in Organizations

Study of human behavior in work organizations. Focuses on individual satisfaction and motivation as related to organizational structure, nature of task and locus of power. Topics include small group formation, maintenance, organizational conflict, communications and leadership.

OAD 30141 Emotional Intelligence in the Workplace

Research shows emotional intelligence (EI) is more important than IQ in determining outstanding job performance. Examines variety of instruments and writings used to build EI in workplace.

OAD 31565 Quantitative Analysis for Managerial Decision-Making

Emphasis on the managerial application and implications of quantitative analysis techniques for decision making purposes, including financial analysis, budgeting and forecasting. From the management of resources to financial forecasting, financing, and investment, the course incorporates the use of quantitative analysis techniques to assist in practical business decision making and managing organizational goals and strategies. Students incorporate quantitative analysis to an integrated case study.

OAD 31864 Marketing Management

The focus of this course is on formulating marketing strategy from a managerial perspective. This perspective looks at segmentation, targeting, positioning, and marketing mix factors that contribute to the company's competitive advantage in the marketplace. The application of these factors is used in market opportunity assessment along with marketing planning, implementation, evaluation, and control. Prerequisite: OAD 31863

OAD 32563 Human Resources Administration

Focuses on process and management of the personnel function including task specialization, selection and placement, development and training, collective bargaining, appraisal and compensation.

OAD 38064 Introduction to Management of Information Systems

This course represents an introduction to management information systems (MIS) as a bridge to solving business-driven issues and strategic decision-making. Emphasis is on theory and practical application in the business environment concentrating on MIS concepts and technology that supports business activities.

FIN 30000 Foundations of Finance

Foundations of Finance focuses on the analysis of financial information within an enterprise. Problems and analysis will focus on the financial information related to capital requirements and the relationships of how financial decisions impact both the firm and the shareholder. Concepts used in FIN 30000 form the foundation of all elective finance courses. Main topics covered include; time value of money, valuation of stocks and bonds, risk and return, and principles of capital budgeting.

Prerequisites: ACC 20364 Accounting for Business Operations

OAD 49800 Business Simulation and Strategy

This course represents the capstone for those students enrolled in the Strategic Business Administration. The goal of the capstone course is for students to apply practical knowledge with strategic application between functional areas within a business environment. Students engage in 8-week business simulation that helps fortify learning from prior courses and an opportunity to administer theory and practice within a realistic setting. In the simulation, students are confronted with issues surrounding accounting, finance, marketing, production, ethics, and human resources within an integrated business environment. Prerequisites: Completion of major courses.

Bridge to MBA Option

The Bridge Option represents an opportunity for Ottawa University undergraduates who plan on pursuing a graduate degree at the University the chance for advanced, graduate learning as an undergraduate. The Bridge Program helps bridge the transfer between the undergraduate and graduate levels. Students will enroll in three graduate-level classes that will count toward the total degree requirements of 124 credit hours for the bachelor's degree and toward the 36 hours required for the graduate program. Students should talk with their advisor about the opportunity and qualifications for the Bridge Option in their junior year before degree completion.

