

Business Administration Option Major Requirements (2001-02 catalog)		Course Completed	Credits
General Education			32-44
Major Requirements:			
Common SOBA Requirements			38
Quantitative Reasoning Requirements			4
Auxiliary Requirements			4
Other Departmental Requirements:			
One (1) 300- or 400-level Economics Course			4
<i>Plus a minimum of 15 credits of 300- or 400-level business administration courses selected from the following three groups (A, B, C) with at least one course from each group ^{1,3}</i>			
Group A:	Marketing		
BA 240	Business Creativity and Innovation ²		2
BA 339	Selling		3
BA 342	Retailing		3
BA 344	Advertising		3
BA 346	Managing Customer Value		4
BA 347	Consumer Behavior		3
BA 348	Public Relations		3
BA 349W	Global Marketing		4
BA 390	Special Topics in Marketing		3
BA 402	Electronic Commerce		4
BA 437	Internship in Business - Marketing		3
BA 445W	Marketing Strategy and Policy		4
BA 446	Marketing Research		4
Group B:	Management		
BA 302W	Human Resource Management		4
BA 308	Office Management		3
BA 309W	International Management		4
BA 311	Business Law I		3
BA 312	Business Law II		3
BA 313	Ethical Issues in Business		3
BA 315	International Law		3
BA 330	Tourism and Resort Management		4
BA 357	Studies in Operations Management		4
BA 360	Introduction to Operations Research		4
BA 370	Topics in International Business		3
BA 390	Special Topics in Management		1-4
BA 401W	Entrepreneurship & Small Business Mgmt.		3
BA 402	Electronic Commerce		4
BA 407W	Management Consulting		4
BA 415	Management in Action		3
BA 437	Internship in Business-Management Related		3
BA 439	Marketing & Management of Services		4

BA 481W	Cases in Financial Management		4
Group C: Finance			
BA/ECON 382	Financial Institutions		4
BA 386	Insurance		4
BA 387	Real Estate		4
BA 389	International Finance		4
BA 481W	Cases in Financial Management		4
BA 485	Investments and Portfolio Management		4
BA 390	Finance Related Courses		4
BA 437	Internship in Business - Finance Related		
ECON 369	Public Finance		
Total Other Departmental Requirements			19
Total Major Requirements			65
<i>Free Electives</i>			<i>11-23</i>
Total Required for Graduation			120

¹Completion of Econ 364W, BA 302W, BA 309W, BA 349W, BA 401W, BA 407W, BA 445W or BA 481W fulfills the Group W requirement for students in the business administration option.

²BA 240 can be used as a Marketing elective.

³The 15 credits used to satisfy an option in Business Administration may not be used to satisfy any other major, minor or option within the School of Business Administration.