

Business Administration Option Major Requirements (2002-03 catalog)		Course Completed	Credits
General Education			35-46
Major Requirements:			
Common SOBA Requirements			42
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^{1,2}</i>			
Group A: Marketing			
BA 240	Business Creativity and Innovation		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 372W	Global Business Seminar		4
BA 390	Special Topics in Marketing		3
BA 402	Electronic Commerce		4
BA 437	Internship in Business - Marketing		1-3
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 372W	Global Business Seminar		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 316	Tourism and Recreation Law		3
BA 330	Tourism and Resort Management		4
BA 357	Studies in Operations Management		
**BA 360Q	Introduction to Operations Research		4
BA 370	Topics in International Business		1-6
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		3
BA 439	Marketing & Management of Services		4

BA 481W	Cases in Financial Management		4
Group C: Finance			
BA 317	Technical Analysis - Securities		3
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			69
Total Required for Graduation			120

**Courses marked with double asterisks may also be counted toward TS 1 requirements.

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.

²The 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.

Note to transfer and former students: *If you have taken any of your major requirements and received a different number of credits than listed above, you may need to complete additional major credit requirements.*