

| Business Administration Option Major Requirements (2004-05 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 business administration courses selected from the following three groups (MK, MG, FI) with at least one course from each group ^{1,2}:</i> | | | |
| Group MK: 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 392 | Research Topics | | 1-3 |
| 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 MG: Management | | | |
| BA 271R | Fundamentals of International Business | | 3 |
| BA 302W | Human Resource Management | | 4 |
| BA 308 | Office Management | | 3 |
| BA 311 | Business Law I | | 3 |
| BA 312 | Business Law II | | 3 |
| BA 313 | Ethical Issues in Business | | 3 |
| BA 315W | International Law | | 3 |
| BA 316 | Tourism and Recreation Law | | 3 |
| BA 330 | Tourism and Resort Management | | 4 |
| BA 370 | Topics in International Business | | 1-6 |
| BA 372W | Global Business Seminar | | 4 |
| BA 390 | Special Topics in Management | | 1-4 |
| BA 392 | Research Topics | | 1-3 |
| 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 |

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|--|---|--|------------|
| | Related | | |
| BA 439 | Marketing & Management of Services | | 4 |
| Group FI: | Finance | | |
| BA 317 | Technical Analysis - Securities | | 3 |
| BA/ECON 382 | Money, Banking and Financial Institutions | | 4 |
| BA 386 | Insurance | | 4 |
| BA 387 | Real Estate | | 4 |
| BA 389 | International Finance | | 4 |
| BA 390 | Finance Related Courses | | 4 |
| BA 392 | Research Topics | | 1-3 |
| BA 437 | Internship in Business - Finance Related | | |
| BA 481W | Cases in Financial Management | | 4 |
| BA 485 | Investments and Portfolio Management | | 4 |
| 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 315W, BA372W, BA 401W, BA 407W, BA 445W or BA 481W fulfills the Group W requirement for students in the business administration option.

²Credits 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.*