

BUSINESS ADMINISTRATION OPTION 2007-2008

The Business Administration option, sometimes referred to as “general business,” provides a broad base of knowledge for beginning a business career. It enables maximum flexibility in career choice and change throughout one’s career. Students are expected to develop a basic understanding of the social, legal and economic environments of business, including an introduction to international business, organizational behavior, the principles of leadership and organization theory, the quantitative tools of decision-making and the functional areas of the firm.

Students work with assigned advisors to select elective courses that enhance their particular interest. Emphasis is placed on developing a general background with a well-balanced understanding of business. This program, then, provides a sound undergraduate education for entrance into a professional career or graduate school.

Business Administration Option Major Requirements (2007-08 catalog)		Course Completed	Credits
General Education			39
Major Requirements:			
Common SOBA Requirements			41
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 group¹:</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 356	Business of Gaming		4
BA 372	Global Business Seminar		4
BA 390	Special Topics in Marketing		3
BA 392	Research Topics - Marketing Related		1-3
BA 437	Internship in Business - Marketing Related		3
BA 445	Marketing Strategy and Policy		4
BA 446	Marketing Research		4
Group MG:	Management		
BA 205	New Business Venturing		3
BA 271	Fundamentals of International Business		3
BA 302	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 315	International Law		3
BA 316	Tourism and Recreation Law		3
BA 330	Tourism and Resort Management		4
BA 356	Business of Gaming		4
BA 370	Topics in International Business		1-6
BA 372	Global Business Seminar		4
BA 390	Special Topics in Management		1-4
BA 392	Research Topics - Management Related		1-3
BA/CSIS 402	Electronic Commerce		4
BA 407	Management Consulting		4
BA 437	Internship in Business-Management Related		3
BA 439	Marketing & Management of Services		4
CSIS 352	Project Management		4
Group FI:	Finance		
BA 317	Technical Analysis - Securities		3
BA/ ² ECON 382	Money, Banking and Financial Institutions		4
BA 386	Insurance		4
BA 387	Real Estate		4
BA 389	International Finance		4
BA 390	Special Topics in Finance		3
BA 392	Research Topics - Finance Related		1-3
BA 437	Internship in Business - Finance Related		3
BA 481	Cases in Financial Management		4
BA 485	Investments and Portfolio Management		4
³ ECON 369	Public Sector Economics		4 ²
Total Other Departmental Requirements			19¹
Total Major Requirements			68
Free Electives			Variable
Total Required for Graduation			120

¹Credits 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.

²May not be used to fulfill the 300- or 400-level Economics course requirement and the Finance group requirement simultaneously.

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.*