

BA— BUSINESS ADMINISTRATION OPTION 2008-2009

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 (2008-09 catalog)		Course Completed	Credits
General Education			39
Major Requirements:			
Common SOBA Requirements			41
Quantitative Reasoning Requirement (see catalog)			3-4
Auxiliary Requirement – CSIS 322 Mgmt Info Systems			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:</i>			
Group MK:	MARKETING		
³ BA 372	Global Business Seminar		4
BA 437	Internship in Business – Marketing Related		3
MK 260	Business Creativity and Innovation		2
MK 360	Sports Marketing		3
MK 362	Marketing in the Cruise Industry		3
³ MK 364	Business of Gaming		4
MK 366	Topics in Marketing		1-3
MK 368	Research Topics – Marketing		1-3
MK 370	Selling and Sales Promotion		3
MK 371	Advertising & Public Relations		3
MK 372	Retailing		3
MK 374	Global Marketing		3
MK 376	Managing Customer Value		3
MK 378	Services Marketing		3
MK 385	Consumer Behavior		3
MK 460	Applied Marketing Projects		1-3
MK 462	Seminar in Marketing		1-3
MK 464	Internship in Business – Marketing		3
MK 470	Innovation, Design & Development		3

MK 486	Marketing Research		4
Mk 488	Marketing Strategy and Policy		4
Group MG:	MANAGEMENT		
BA 205	New Business Venturing		3
BA 271	Principles of Int'l Business		3
BA 302	Human Resource Management		4
BA 308	Office Management		3
BA 313	Ethical Issues in Business		3
BA 315	International Business Law		3
BA 316	Tourism and Recreation Law		3
BA 330	Tourism and Hospitality Management		4
BA 368	Special Topics - Management Related		1-4
BA 370	Topics in International Business		1-6
³ BA 372	Global Business Seminar		4
BA 392	Research Topics - Management Related		1-4
BA/CSIS 402	Electronic Commerce		4
BA 407	Management Consulting		4
BA 437	Internship in Business-Management Related		3
CSIS 352	Project Management		4
³ MK 364	Business Gaming		4
Group FI:	FINANCE		
BA 317	Technical Analysis - Securities		3
BA 382	Fin Institutions & Investment Advising		4
BA 384	Special Topics - Finance Related		1-4
BA 386	Insurance		4
BA 387	Real Estate		4
BA 389	International Finance		4
BA 392	Research Topics - Finance Related		1-4
BA 437	Internship in Business - Finance Related		3
BA 481	Cases in Financial Management		4
BA 485	Investments and Portfolio Management		4
² ECON 369	Public Sector Economics		4
² ECON 382	Money/Financial Institutions		4
Total Other Departmental Requirements			19¹
Total Major Requirements			67-68
Free Electives			Variable
Total Required for Graduation			120

¹The 19 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.

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

³May be used to fulfill either a Marketing or a Management group requirement, but not both.

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.*