

# Business Administration

The Lundquist College of Business offers BS and BA degrees in business administration. All students who are successfully admitted to the major will complete a set of ten upper-division core courses and seven additional electives. Business administration majors can choose to pursue a general business degree or select to concentrate in one of five areas: entrepreneurship, finance, marketing, operations and business analytics, and sports business.

## Business Premajor Courses

Premajor core business courses must be taken at the University of Oregon.

In addition, international students are required to take Academic English for International Students (AEIS) courses or produce English language proficiency test scores (575 on the TOEFL paper-based test, 89 on the TOEFL internet-based test, or 7.0 in the IELTS).

Code	Title	Credits
<b>Core Courses</b> <sup>1</sup>		
BA 101	Introduction to Business	4
ACTG 211	Introduction to Accounting I	4
ACTG 213	Introduction to Accounting II	4
EC 201	Introduction to Economic Analysis: Microeconomics	4
EC 202	Introduction to Economic Analysis: Macroeconomics	4
<b>Additional Courses</b> <sup>2</sup>		
BA 240	Managing Business Information	4
MATH 241	Calculus for Business and Social Science I	4
MATH 243	Introduction to Methods of Probability and Statistics	4
Select one of the following:		8
WR 121 & WR 122	College Composition I and College Composition II	
WR 121 & WR 123	College Composition I and College Composition III	
<b>Total Credits</b>		<b>40</b>

## Business Administration Requirements

Code	Title	Credits
Seven business courses from at least three business departments <sup>1</sup>		
General-education requirements		54
Non-business breadth requirement courses <sup>2</sup>		24
Global context courses <sup>3</sup>		12
<b>Total Credits</b>		<b>90</b>

<sup>1</sup> Four of the courses may be taken in one concentration area. Concentrations are optional and do not appear on UO academic transcripts or diplomas.

<sup>2</sup> Courses should be interrelated and coherent set consistent with student's career goals. A nonbusiness minor meets this requirement, as does two years of language study. Nonbusiness breadth plans must be approved and on file in the Advising Office; assistance in planning individualized programs is available in the advising office.

<sup>3</sup> Courses focus on international, cultural, historical, political, economic, or social issues of a geographic region and the culture of one country or region other than the student's native country. Language courses beyond the first year satisfy this requirement. Global context plans must be approved by an advisor in the Advising Office.

## Upper-Division Core

Code	Title	Credits
BA 308	Leadership and Communication	4
BA 325	Business Law and Ethics	4
BA 453	Business Strategy and Planning	4
FIN 311	Economic Foundations of Competitive Analysis	4
FIN 316	Financial Management	4
MGMT 311	Managing People in Organizations	4
MKTG 311	Marketing Management	4
OBA 311	Business Analytics I	4
OBA 312	Business Analytics II	4
OBA 335	Operations Management	4
<b>Total Credits</b>		<b>40</b>

Upper-division core courses typically are completed during junior year.