

Business Administration (BA/BS)

For more information, contact lcb.undergrad@uoregon.edu.

Students majoring in business administration learn to build their ideas into a small business—or a small business empire. Lead a Fortune 500 company. Market an NFL franchise. Realize financial goals. Take Wall Street (or Main Street) by storm. The Lundquist College of Business (<https://business.uoregon.edu/>) at the University of Oregon can take students where they want to go. Lundquist students are part of an intelligently informal community of thinkers and doers who are serious, determined, focused, and hands-on.

A degree in business administration is just part of the story. Students can pursue a general business focus or choose a concentration (<http://catalog.uoregon.edu/coll-business/ug-conc/>) in accounting, entrepreneurship, finance, marketing, operations and business analytics, or sports business. They can also minor (<https://business.uoregon.edu/ug/minors/business-administration/>) in business administration, entrepreneurship, sports business, or sustainable business. No matter which degree or concentration is chosen, the Lundquist College of Business provides a collaborative environment where students find ample opportunities to try out real-world projects and scenarios, giving them career experience before they even graduate.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Be creative and analytical problem solvers.
- Be effective communicators.
- Effectively work in a multi-cultural professional environment.
- Be skilled in leading and working successfully in diverse teams.
- Identify and evaluate the ethical, legal and sustainability implications of business decisions.
- Demonstrate proficiency in fundamental and concentration-specific business knowledge.

Pre-Major Requirements

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).

All courses must be taken for letter grades and passed with grades of C- or better.

Code	Title	Credits
Core Courses ¹		
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
--------	---	---

Additional Courses

²

BA 240	Spreadsheet Analysis and Visualization	4
MATH 241	Calculus for Business and Social Science I	4
STAT 243Z	Elementary Statistics I	4

College Compositions

²

WR 121Z	Composition I	4
or HC 101H	Liberal Arts: [Topic]	
WR 122Z	Composition II	4
or WR 123	College Composition III	
or HC 221H	Arts and Letters Inquiry: [Topic]	

Total Credits **40**

¹ A 3.00 cumulative GPA (including both UO and transfer coursework) and a minimum grade of C- in core courses are required for guaranteed admission to the major. Premajor requirements must be taken for letter grades. The university limits retaking of courses in which a P or mid-C or better is earned; a petition is required. When repeating a core course, only the second grade is used in calculating the core GPA. Core courses may be repeated only once (including marks of W, N, F, D, C-).

² Must be taken for letter grades and passed with grades of C- or better.

Business Administration Major Requirements

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

Code	Title	Credits
Upper-Division Core		
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

Business Administration Requirements

Seven upper-division business courses from at least two business departments¹ **28**

Accounting		
ACTG 340	Accounting for Entrepreneurs	
ACTG 350	Intermediate Accounting I	
ACTG 351	Intermediate Accounting II	
ACTG 352	Intermediate Accounting III	
ACTG 360	Cost Accounting	
ACTG 410	Experimental Course: [Topic]	
ACTG 440	Auditing	
ACTG 450	Advanced Financial Accounting	
ACTG 460	Government & Not for Profit Accounting	
ACTG 470	Federal Taxation	

ACTG 480	Accounting Data Analytics I	
Finance		
FIN 380	Financial Markets and Investments	
FIN 462	Derivative Markets and Financial Institutions	
FIN 463	International Finance	
FIN 464	Commercial Banking	
FIN 473	Financial Analysis and Valuation	
Management		
MGMT 335	Launching New Ventures	
MGMT 410	Experimental Course: [Topic]	
MGMT 415	Human Resources Management	
MGMT 416	Organizational Development and Change Management	
MGMT 417	Negotiation Strategies	
MGMT 420	Managing in a Global Economy	
MGMT 422	Sustainable Business Strategy and Implementation	
MGMT 443	Life Cycle Assessment	
MGMT 455	Implementing Entrepreneurial Strategies	
Marketing		
MKTG 390	Marketing Research	
MKTG 410	Experimental Course: [Topic]	
MKTG 415	Marketing Analytics	
MKTG 420	Marketing Communications	
MKTG 435	Consumer Behavior	
MKTG 445	Entrepreneurial Marketing	
MKTG 470	International Marketing	
MKTG 490	Marketing Strategy	
SBUS 410	Experimental Course: [Topic]	
SBUS 450	Sports Marketing	
SBUS 452	Sports Sponsorship	
SBUS 453	Law and Sports Business	
SBUS 455	Financing Sports Business	
SBUS 456	Sports Brand Management	
Operations & Business Analytics		
OBA 410	Experimental Course: [Topic]	
OBA 444	Business Database Management Systems	
OBA 455	Data Driven Predictive Modeling	
OBA 466	Project and Operations Management Models	
OBA 477	Supply-Chain Operations and Information	
Global Context Requirement ²		9
Total Credits		77

¹ Four of the courses may be taken in one concentration (<http://catalog.uoregon.edu/coll-business/ug-conc/>) area. Concentrations are optional and do not appear on UO academic transcripts or diplomas.

² Global Context requires that students take three courses that focus on the culture of a country other than their native countries. All three courses should focus on the same country and be at least three credits each. (Students wishing to study a region should obtain advisor approval.) Foreign language courses must be at least 200-level or higher. Alternatively, students who study abroad or intern for credit in one country for six weeks or more may have the Global Context requirement waived with the approval of an academic advisor. Plans should be submitted to 203 Peterson for approval.

Four-Year Degree Plan

The degree plan shown is only a sample of how students may complete their degrees in four years. There are alternative ways. Students should consult their advisor to determine the best path for them.

Bachelor of Arts in Business Administration

Course	Title	Credits	Milestones
First Year			
Fall			
BA 101	Introduction to Business	4	
BA 199	Special Studies: [Topic]	1	
	Academic Residential Community or FIG seminar		
MATH 111Z	Precalculus I: Functions	4	
	First term of first-year second-language sequence	5	
		Credits	14
Winter			
EC 201	Introduction to Economic Analysis: Microeconomics	4	
	Second term of first-year second-language sequence	5	
MATH 241	Calculus for Business and Social Science I	4	
WR 121Z	Composition I	4	
		Credits	17
Spring			
EC 202	Introduction to Economic Analysis: Macroeconomics	4	
	Third term of first-year second-language sequence	5	
WR 122Z	Composition II	4	
	Elective	4	
		Credits	17
		Total Credits	48
Second Year			
Fall			
ACTG 211	Introduction to Accounting I	4	
STAT 243Z	Elementary Statistics I	4	
	First term of second-year second-language sequence	4-5	
	Social science course that also satisfies a cultural literacy requirement	4	
		Credits	16-17

Winter

ACTG 213	Introduction to Accounting II	Apply to the College of Business	4
BA 240	Spreadsheet Analysis and Visualization		4
Arts and Letters course that also satisfies a cultural literacy requirement			4
Second term of second-year second-language sequence			4-5
Credits			16-17

Spring

BA 308	Leadership and Communication		4
Arts and Letters course			4
Science course			4
Third term of second-year second-language sequence			4-5
Credits			16-17
Total Credits			48-51

Course	Title	Credits	Milestones
Third Year			
Fall			
FIN 311	Economic Foundations of Competitive Analysis	4	
OBA 311	Business Analytics I	4	
Arts and Letters course			4
Credits			12
Winter			
FIN 316	Financial Management	4	
MKTG 311	Marketing Management	4	
MGMT 311	Managing People in Organizations	4	
Arts and Letters course			4
Credits			16
Spring			
OBA 335	Operations Management	4	
OBA 312	Business Analytics II	4	
Upper-division business elective			4
Elective			4
Credits			16
Total Credits			44

Course	Title	Credits	Milestones
Fourth Year			
Fall			
BA 325	Business Law and Ethics	4	
Upper-division business elective			4
Upper-division business elective			4
Elective course			4
Credits			16
Winter			
BA 453	Business Strategy and Planning	4	Apply for graduation
Upper-division business elective			4

Upper-division business elective			4
Credits			12
Spring			
Upper-division business elective			4
			Register for commence
Upper-division business elective			4
Elective course			4
Credits			12
Total Credits			40

Bachelor of Science in Business Administration

Course	Title	Credits	Milestones
First Year			
Fall			
BA 101	Introduction to Business	4	
MATH 111Z	Precalculus I: Functions	4	
Arts and letters course that also satisfies a cultural literacy requirement			4
Social science course			4
Credits			16
Winter			
EC 201	Introduction to Economic Analysis: Microeconomics	4	
MATH 241	Calculus for Business and Social Science I	4	
WR 121Z	Composition I	4	
Arts and Letters course			4
Credits			16
Spring			
EC 202	Introduction to Economic Analysis: Macroeconomics	4	
WR 122Z	Composition II	4	
Arts and letters course that also satisfies a cultural literacy I requirement			4
Elective			4
Credits			16
Total Credits			48

Course	Title	Credits	Milestones
Second Year			
Fall			
ACTG 211	Introduction to Accounting I	4	
STAT 243Z	Elementary Statistics I	4	
Arts and Letters that also satisfies Global Context			4
Global context course			4
Credits			16
Winter			
ACTG 213	Introduction to Accounting II	4	
BA 240	Spreadsheet Analysis and Visualization	4	
Science course			4

Elective course	4
Credits	16
Spring	
BA 308 Leadership and Communication	4
OBA 311 Business Analytics I	4
Science course	4
Elective	4
Credits	16
Total Credits	48

Elective course	4
Credits	12
Total Credits	40

Course	Title	Credits	Milestones
Third Year			
Fall			
MGMT 311	Managing People in Organizations	4	
OBA 312	Business Analytics II	4	
Science course		4	
Credits		12	
Winter			
FIN 316	Financial Management	4	
MKTG 311	Marketing Management	4	
OBA 335	Operations Management	4	
Elective course		4	
Credits		16	
Spring			
FIN 311	Economic Foundations of Competitive Analysis	4	
Upper-division business elective		4	
Science course		4	
Elective		4	
Credits		16	
Total Credits		44	

Course	Title	Credits	Milestones
Fourth Year			
Fall			
BA 325	Business Law and Ethics	4	
Upper-division business elective		4	
Upper-division business elective		4	
Upper-division business elective		4	
Credits		16	
Winter			
BA 453	Business Strategy and Planning	4	Apply for graduation
Upper-division business elective		4	
Global context course		4	
Credits		12	
Spring			
Upper-division business elective		4	Register for commence
Upper-division business elective		4	