Bachelor of Arts in Business

Pre-Planning
THE BA IN BUSINESS REQUIRES A SECOND MAJOR (BA, BS, OR BM).

Pre-Major Courses
Calculus sequence:
MATH 140-143 OR MATH 161-162

Core Courses (8)
One of the following statistics courses:
STAT 180, STAT 190, ECON 230, PSCI 200, or MATH 203
ECON 108: Principles of Economics
ECON 207: Intermediate Microeconomics
ACC 201: Financial Accounting
MKT 203: Principles of Marketing
FIN 205: Financial Management
CIS 220: Business Information Systems & Analytics
OR BUS 221: Operations and Strategy
STR 203: Economic Theory of Organization

Sample List of Electives (select 3)
ACC 221: Managerial Accounting
ACC 222: Financial Statement Analysis
ACC 224: Intermediate Accounting I
ACC 225: Intermediate Accounting II
ACC 226: Auditing
ACC 227: Individual Income Tax
ACC 228: Corporate, Gift, & Estate Tax
BUS 118: Business Ethics
BUS 201: Impactful Presentations
BUS 217: Business Leadership
BUS 389: Business Research
CIS 191: Intro to Programming for Business Analytics
CIS 211: Business Modeling with Excel
*CIS 220: Business Information Systems & Analytics
CIS 240: Data Mgmt. & Descriptive Analytics for Business
CIS 242: Predictive Analytics
ECON 209: Intermediate Macroeconomics
ENT 101: Intro to Entrepreneurship
ENT 223: Planning & Growing Business Ventures
ENT 227: Fundamentals of Social Entrepreneurship
FIN 206: Investments
FIN 213: Corporate Finance
FIN 224: Options, Futures, & Derivatives
FIN 241: Real Estate Principles
FIN 242: International Finance
FIN 244: Asset Management
FIN 246: Cryptocurrencies, Blockchain, & FinTech
LAW 205: Business Law: Contracts and Legal Entities
LAW 250: Business Law: Transactions & Other Topics
MKT 212: Marketing Research and Analytics
MKT 213: Marketing Projects and Cases
MKT 233: Advertising and Social Media
MKT 235: Product and Brand Management
MKT 237: Digital Marketing Strategies
PSCI 238: Business and Politics
PSCI 244: Politics and Markets
STR 221: Business Strategy
STR 241: Pricing Strategy

*if not taken in core

Study Abroad
Plan ahead and meet with Education Abroad.

Career Development & Internships
We encourage you to connect with the Greene Center as early as your first year. Whether you’re exploring career and major options, looking for experiences to help build your skills and resume, or need help strategizing how to reach your goals.

Did You Know?
You may have the Math & Statistics (N1MTH013) or Introduction to Calculus and Contemporary Math (N1MTH011) clusters complete through the business pre-major and major coursework.

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