Bachelor of Arts in Business

Pre-Planning
The BA in Business REQUIRES a second major (BS, BA, or BM).

Pre-minor Requirements
Calculus sequence: MATH 141-143 or MATH 161-162

Core Courses (8)
Statistics: ECON 230, STAT 213, or MATH 203 preferred
ECON 108: Principles of Economics
ECON 207: Intermediate Microeconomics
ACC 201: Financial Accounting
FIN 205: Financial Management
MKT 203: Principles of Marketing
CIS 220: Business Information Systems
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, and Estate Tax
BUS 201: Impactful Presentations
or BUS 210: Art of Pitching
BUS 118: Business Ethics & Corporate Social Responsibility
BUS 217: Business Leadership
*BUS 221: Operations and Strategy
BUS 241: Boom, Bust, & Bubbles
BUS 389: Business Research
CIS 191: Intro. to Programming for Business Analytics
CIS 211: Business Modeling with Excel
*CIS 220: Business Information Systems
CIS 240: Data Mgmt. & Descriptive Analytics for Business
CIS 242: Predictive Analytics
ECON 209: Intermediate Macroeconomics
ENT 101: Introduction to Entrepreneurship
ENT 223: Planning & Growing Business Ventures
ENT 227: Fundamentals of Social Entrepreneurship
FIN 206: Investments
FIN 213: Corporate Finance
FIN 233: Mergers & Acquisitions
FIN 241: Real Estate Principles
FIN 242: International Finance
FIN 244: Asset Management
FIN 246: Cryptocurrencies, Blockchain, and FinTech
LAW 205: Business Law: Contracts & Legal Entities
LAW 250: Business Law: Transactions & Other Topics
MKT 212: Marketing Research & Analytics
MKT 213: Marketing Projects & Cases
MKT 233: Advertising & Social Media
MKT 235: Product and Brand Management
MKT 237: Digital Marketing Strategies
STR 221: Business Strategy
STR 241: Pricing Strategy

Did You Know?
MATH 141-143/MATH 161-162 and
STAT 213/ECON 230 also satisfies your natural science cluster (Math & Statistics – N1MTH013).

Study Abroad
Plan ahead and meet with Education Abroad.

Internship & Career Preparation
Career destination is a combination of academic, co-curricular, and career interests. To explore different opportunities, visit the Greene Center.

* if not taken in core

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