Charles H. Lundquist College of Business

Sarah Nutter, Dean
541-346-3300
350 Lillis Hall

The business college was established in 1914 as the School of Commerce. The name was changed to the School of Business Administration in 1921, then to the College of Business Administration in 1967. It was renamed the Charles H. Lundquist College of Business in 1994. Its academic programs are accredited by the Association to Advance Collegiate Schools of Business International—the undergraduate program since 1923, the graduate since 1962. The accounting programs have been separately accredited since 1989.

The Charles H. Lundquist College of Business offers programs of study leading to bachelor's degrees in accounting and business administration; a master of business administration; and master's and doctoral degrees in accounting, finance, management, marketing, and operations and business analytics. These programs provide a broad education in business management augmented by expertise in specific business disciplines. The study of business is supported by a liberal education that provides perspective on the societal effect of economic activity, both domestic and international.

To meet these broad educational objectives, the college requires that undergraduate majors take approximately 50 percent of their academic work outside the college. Within the college, professional courses focus on leadership and communication, analytical skills, knowledge in specific business disciplines, cross-disciplinary integration of business strategies, and the role of business in society. This educational foundation provides students with a skill set facilitating the transition from the university to the business world.

The Lillis Business Complex facilitates the ability of the Lundquist College of Business to deliver a world-class business education to its students. Designed to complement the college's team-based approach to learning, the complex enhances and enriches the business curriculum.

Research

Faculty members in the Lundquist College of Business carry on active programs of research, and are the recipients of numerous research awards. Their works are published in the leading academic journals of their disciplines, and many serve as editors or on the editorial boards of premier accounting, finance, management, marketing, and operations management journals.

Charles H. Lundquist College of Business Code of Professional Business Conduct: A Statement of Values

The Lundquist College of Business learning community is committed to a set of core values that guide members' interactions with one another. These values are as important in the Lundquist College community as they are in the business community. They help define members' actions in the community and what it means to be a business professional.

Integrity

Members of the Lundquist College community act with integrity and honesty, qualities that are essential in providing a basis for trust and go to the core of what is expected from business professionals.

Respect

Members of the community convey respect for the dignity of others. Relationships are based on mutual respect. Differences of opinion are discussed openly and civilly. These discussions focus on issues and are presented in a courteous manner. Community members are sensitive to the impact of words and actions on others.

Openness

Members of the community are encouraged to exchange ideas freely within the bounds of reasonable behavior, recognizing that learning requires an open environment.

Responsibility

Members act publicly and accept responsibility for their actions, understanding that the community keeps them accountable for their dealings. Members deliver on commitments and promises made to others.

Teamwork

The Lundquist College community is stronger when members work as a team, fostering attitudes that encourage community members to give and receive constructive criticism and develop creative solutions to challenges.

Facilities

Business Technology Center

Shandon Bates, Director, Information Services and Instructional Technology
541-346-3311

The center is dedicated to serving the needs of students and faculty and staff members of the Lundquist College. Staff members of the center oversee three networked labs, including a 44-seat group lab with 30 networked computers, two walk-up printing stations, a six-seat counter for using or charging personal technology, and two 31-seat labs that may be reserved for software demonstration sessions and testing. All laboratory systems run an updated Windows operating system, current MS Office software, and all the software necessary to complete business courses. The lab houses two high-capacity black-and-white printers and one color printer, and provides binding and laminating services for a fee. Four electronically enhanced study rooms may be reserved for the use of Lundquist College students at the front desk of the lab or online. Mac and Dell video and power adapters, calculators, and presentation remotes are also available for checkout. Wireless networking is available throughout the Lillis Business Complex, and most Lillis classrooms are equipped with a resident computer, projector, document camera, and sound system to enhance presentation capabilities. There are two fully operational videoconferencing rooms in the building, and a portable videoconferencing unit that can be requested for classroom use. The center also supports a 59-seat electronic classroom which can be utilized for software intensive classes and testing, and offers 50 virtualized lab seats that Lundquist students can access via the Internet from anywhere in the world.

Development and External Relations

Kurt Zimmerman, Senior Director of Development
541-346-1346

This office acts as a liaison between the college and external constituencies such as alumni, donors, corporate partners, and the greater business community. Responsibilities include fundraising, corporate and foundation relations, stewardship of donors, board relations, and communications. In addition, the office oversees the college's Portland initiative.

Centers for Excellence

Experiential learning is a cornerstone of a Lundquist College of Business education. The college provides undergraduate and graduate students many opportunities to take learning beyond theory through its many student-run clubs and activities, internships, practicums, and most prominently through the Centers for Excellence.

Business Innovation Institute

541-346-8953

The Business Innovation Institute is home to the four Centers of Excellence within the Lundquist College of Business—the Center for Sustainable Business Practices, the Marilyn C. and Gerry B. Cameron Center for Finance and Securities Analysis, the Lundquist Center for Entrepreneurship, and the James H. Warsaw Sports Marketing Center. The institute's primary focus is the promotion of innovation, the driving force behind the advancement of advanced business practices in all fields. The four centers share the experiential approach to education, each bringing complementary strengths to the union.

Center for Sustainable Business Practices

Izabel Loinaz, Program Manager
541-346-8846

The center prepares MBA students to integrate environmental, social, and financial stewardship into competitive business strategies. The center offers a collaborative program focused on supply-chain and operations management, organizational change for sustainability, performance measurement and governance, and life-cycle analysis. For both the MBA and undergraduate business programs, the center provides the platform for practical experience on sustainability; it complements the curriculum by giving students real-world experience in industry with consulting projects and internships, seminars, center-sponsored speakers, study tours, and leadership and mentoring opportunities.

Marilyn C. and Gerry B. Cameron Center for Finance and Securities Analysis

Michele Henney, Program Manager
541-346-3281

The Cameron Center for Finance and Securities Analysis, created in partnership with industry professionals, provides students with practical experience in corporate finance, treasury management, and investment management. The center augments the MBA curriculum by integrating finance and accounting. The center allows students to apply their academic course work to financial analysis and decision-making in real time, using state-of-the-art investment tools and analytics in close collaboration with the center's partners in industry.

Students may discover unique opportunities to leverage their classroom study into direct experience. The opportunities include management of live equity portfolios through the University of Oregon Investment Group and Emerging Markets Equity Portfolio, the annual Engaging Asia tour, internships, seminars, visiting speakers, and mentoring opportunities. With this combination of scholarly research and industry experience, students receive thorough preparation for their careers as financial professionals and business leaders.

Lundquist Center for Entrepreneurship

Nathan Lillegard, Program Manager
541-346-3349

Developing new ideas, solving problems, and taking an innovative approach to business is what entrepreneurship is all about. The Lundquist Center for Entrepreneurship (LCE) helps students develop the tools, skills, and abilities to turn innovative ideas into reality, whether the idea is working for a Fortune 500 company or starting a business. Courses, internships, the Entrepreneurs on Campus program, and student-run clubs offer opportunities to develop entrepreneurial skills, attitude, and knowledge. The center's New Venture Championship is recognized as one of the top business-plan competitions in the world. By creating opportunities for participants to gain from the experience and wisdom of successful entrepreneurs, the center's programs helps make students more competitive in today's business world.

James H. Warsaw Sports Marketing Center

Whitney Wagoner, Director
541-346-3706

The mission of the Warsaw Sports Marketing Center is to understand and advance sports marketing and sports business leadership through research, education, and interaction among students, faculty members, alumni and successful sports business professionals. As the first endowed sports marketing program in a business college at a major public university, the Warsaw Center supports curricula that lead to a concentration in sports business for the bachelor's degree program and to a sports business concentration area in the MBA degree program. Sports business courses cover such topics as sponsorship, law, event marketing, international sports marketing, sports products, and sports finance. The center organizes research, sports-industry internships, guest speakers, and a variety of nonclassroom experiences for students.

Undergraduate Programs

The Lundquist College of Business is widely recognized for its outstanding programs in business education. Students and faculty members from around the world come to study, research, and learn together. The college offers courses in business premajor studies, accounting, business administration, global management, sports business, management, entrepreneurship, marketing, finance, operations and business analytics, and international business communications. Students may earn a bachelor of arts (BA) or bachelor of science (BS) degree with a major in either accounting or business administration. An honors program is offered for outstanding undergraduates. Student clubs and organizations provide opportunities to develop leadership and business skills outside of the classroom. A minor is offered for students in other majors. International students, regardless of major, may earn a letter certifying mastery in international business communication. A certificate in global management may be added to the business administration or accounting major.

Services for Undergraduate Students

Collette Niland, Assistant Dean, Undergraduate Program

Undergraduate Advising Office

203 Peterson Hall
541-346-3303

The Undergraduate Advising office provides many services to students interested in studying business. Information is available about major and minor admission processes, degree requirements, scholarships, educational exchange programs, tutoring services, student organizations, and visiting speakers. Students are advised to drop in often and to read e-mail and Canvas announcements to find the latest news about important events, deadlines, and policy changes.

Academic Advising

Professional advisors and peer advisors regularly meet with undergraduates to answer questions, plan academic programs, and track progress toward graduation. Students are urged to meet with a college of business advisor at least once a year to ensure that they are meeting requirements and to stay informed of program changes.

Braddock Tutoring Center

155 Lillis Hall

Free tutoring is available for business premajors and minors in the areas of accounting, economics, finance, calculus, and statistics.

Career Services

240 Lillis Hall

541-346-3301

Undergraduate students are encouraged to use the Lundquist College's career services programs as soon as they enroll at the University of Oregon. Career Services provides support to students to explore careers, make wise career decisions, execute effective career searches, and build meaningful relationships with employers through individual advising, skill-building workshops, career development programs, and networking opportunities. Additional resources are offered through the university's Career Center.

Job Shadow

240 Lillis Hall
541-346-3301

The Job Shadow program provides business premajors with practical opportunities to learn about careers in business. Participants are paired with business professionals and spend a day together on the job, gaining valuable career development education prior to the experience. Job Shadow opportunities are available in a wide range of industries and locations.

Internships

Internships provide a valuable opportunity to enhance the undergraduate experience. Business students are strongly encouraged to participate in internships as a part of their business education. Career advising, networking opportunities and databases of employment opportunities provide assistance in the process of identifying and securing internship experiences that complement educational and career goals.

Scholarships

Each year, the Lundquist College of Business awards scholarships to outstanding students majoring in accounting or business administration. Typically, the college awards approximately 70 scholarships that range from $500 to $7,500. Scholarships are made possible through generous donations by alumni and other friends of the Lundquist College of Business. Although criteria vary by scholarship, the primary emphasis is academic performance and demonstrated potential for success in a business career. Financial need may be considered, but it is typically a secondary consideration when making awards. Scholarship applications are available winter term. Scholarships are awarded in the spring. The accounting department has additional scholarship opportunities for its majors. A list of scholarships is available on the Lundquist College of Business website.

Student Organizations

Involvement in student organizations helps develop leadership and organizational skills and offers a professional network to students and members of the faculty and the business community. Students may choose from the following business student organizations: Alpha Kappa Psi, professional business fraternity; Beta Alpha Psi, accounting; Beta Gamma Sigma, honorary society for business administration; American Marketing Association; Business Operations and Technology Association; the Deans' Undergraduate Student Advisory Council; E-Business Club; Entrepreneur Club; Warsaw Sports Business Club; International Business and Economics Club; Sustainable Business Group; Toastmasters International; UO Financial Management Association; UO Investment Group; UO Net Impact; UO Sales Club; and Women in Business.

Diversity

145 Lillis Hall

The Building Business Leaders program matches underrepresented minority students with opportunities on campus and in the business community through programs, events, and seminars. Business premajors in this program receive academic support services such as tutoring, career development programs, and academic advising in addition to a seminar teaching students how to maximize their education.

Academic Opportunities

Honors Program

Students in the business honors program are offered unique opportunities to enhance their educational experiences and prepare themselves for the growth and challenge of a career in business. A maximum of 35 students take nine of the core business courses as a cohort. Among the many advantages and benefits are smaller classes, select instructors, and opportunities to gain experience. Additional information is available online (https://business.uoregon.edu/ug/honors).

International Experiences

The Lundquist College of Business strongly recommends that all students obtain international experience as part of their business education. As such, the college and the university have partnerships with campuses worldwide to provide extensive opportunities for students to study, intern, and research abroad. Faculty-led study tours are also a popular option for students to obtain an introduction to another culture while making progress toward their degree. Business students may opt to study language, culture, business, or a combination depending on the specific program selected. Many programs offer courses in English and apply directly toward degree requirements. Students are advised to meet with

an advisor in the Lundquist College of Business prior to participating in an international program to fully understand how the experience might apply toward degree requirements. Undergraduates who study or intern in an approved program are exempt from some, or all, of the global context requirement. Business students are encouraged to contact the Office of International Affairs to learn more about these options. Students interested in international business are particularly encouraged to take advantage of one of these programs while also completing the certificate in global management.

Graduate Programs

Graduate School of Management

The Graduate School of Management offers degree programs at the master's and doctoral levels and coordinates the graduate work of the five academic departments in the Lundquist College of Business. Graduate instruction in every field of business is supported by courses in related fields offered elsewhere in the university.

The Graduate School of Management is accredited by AACSB International.

Activities of the Center for Sustainable Business Practices, James H. Warsaw Sports Marketing Center, Lundquist Center for Entrepreneurship, and the Marilyn C. and Gerry B. Cameron Center for Finance and Securities Analysis may be of interest to graduate students. The centers are described in the introductory section to the Charles H. Lundquist College of Business.

Master's Degree Programs

The Graduate School of Management offers course work leading to the master of accounting (MActg), the master of science in finance (MS), and the master of business administration (MBA). In the Lundquist College of Business, with the exception of the master of science in finance, master of arts (MA) and master of science (MS) degrees are available to PhD candidates. Students must complete the requirements specified in the description of their degree program.

Doctoral Programs

Andrew Verner, Director
398C Anstett Hall
541-346-3251

The Lundquist College of Business offers a program of advanced graduate study and research leading to the degree of doctor of philosophy (PhD) for students preparing for careers in university teaching and research. The program is administered by the director of doctoral programs for the Lundquist College of Business, assisted by the PhD programs committee.

Program of Study

The PhD typically requires four or five years of intensive study. The program focuses on developing productive scholars, and it emphasizes both research and teaching skills. Doctoral students must demonstrate competence in scholarly research, and they must assume primary teaching responsibility for undergraduate business courses sometime during their program. Students are expected to work closely with faculty members whose interests are similar to their own. Applicants are advised to be as specific as possible about their areas of interest.

Concurrent Degree Programs

JD/MBA

In cooperation with the University of Oregon School of Law, a concurrent JD/MBA program makes it possible to earn both the doctor of jurisprudence and master of business administration degrees in four years instead of the five that would be required if each degree was completed separately. Students spend their first year in the School of Law and their second year in the Lundquist College of Business, or vice versa. The third and fourth years are spent taking advanced courses in both law and business.

It is a highly selective program; students must meet the admission requirements of both the School of Law and the Lundquist College of Business. Admission is allowed only for the fall term. Prospective students should consult the admissions staff of both the School of Law and the MBA program. Students interested in sustainability may obtain a JD/MBA with a sustainability specialization in both areas.

MBA/MActg

Students who wish to pursue both an MBA and master of accounting degree may do so concurrently if they meet the admissions requirements for both. Concurrent MBA/MActg students may save as much as two terms compared with the time required for both degrees independently.

MBA/MA or MS in Conflict and Dispute Resolution

Business students may augment their management skills by developing expertise in the management of conflict. The master of arts or master of science in conflict and dispute resolution is structured to prepare a new generation of practitioners, educators, and scholars. Grounded in dispute resolution theory, the program combines broad interdisciplinary training and opportunities for individualized study and skills development. Concurrent MBA/MA or MS students have the option of obtaining both degrees in three years rather than the four years required if earned separately. Students are required to meet the admission requirements of both the schools. Admission is allowed only for the fall term. Prospective students should consult the admissions staffs of the MBA program and the program in conflict and dispute resolution, housed in the School of Law.

MBA/MPA

Business students interested in bridging commercial enterprise and public administration may consider concurrent MBA and MPA degrees. The master of public administration (MPA) is a rigorous combination of academic theory, analytic skills, and real-world experiences, enabling students to become effective and creative leaders in public service. Concurrent MBA/MPA students have the option of obtaining both degrees in three years rather than the four years required if earned separately. Students must meet the admission requirements of both programs. Admission is allowed only for the fall term. Prospective students should consult the admissions staffs of the MBA program and the School of Planning, Public Policy and Management.

MBA/MCRP

Business students also interested in management and leadership roles related to city planning and land development should consider concurrent MBA and MCRP degrees. The master of community and regional planning (MCRP) prepares policy-oriented planners for leadership positions in the public, nonprofit, and private sectors. The program differs from public policy programs primarily in its focus on spatial

issues including but not limited to building form and land use. Students are required to meet the admission requirements of both programs. Admission is allowed only for the fall term. Prospective students should consult the admissions staffs of the MBA program and the School of Planning, Public Policy and Management.

MBA/MA or MS in Arts Management

Students interested in both business and the arts should consider furthering their careers with a master of business administration degree and a concurrent master of arts or master of science degree in arts management. The University of Oregon Arts and Administration Program—the only one of its kind in the Pacific Northwest—combines knowledge in the visual and performing arts with social, cultural, managerial, and educational concerns that pertain to administering both nonprofit and for-profit arts organizations and programs. The MA or MS degree in arts management is based on the underlying belief that professional arts managers must be familiar with the social, cultural, and ethical contexts of the arts in general—and the business context if combined with an MBA. Students are required to meet the admission requirements of both programs. Admission is allowed only for the fall term. Prospective students should consult the admissions staffs of the MBA program and the Arts and Administration Program.

MBA/MS in Finance

Business students may augment their management skills by developing expertise in finance. The curriculum for the master of science in finance is designed to provide students with insights from the most advanced theoretical and empirical research in finance while attending quarterly professional development seminars taught by a master career consultant. Through the Cameron Center for Finance and Securities Analysis, students have the opportunity to practice securities analysis and portfolio management in a live environment with access to the Pacific Northwest's financial, banking, and investment industry through the center's tailored series and study tours. The concurrent MBA/MSF program may be completed in two years.

Administration of the Master’s Degree Programs

The Charles H. Lundquist College of Business seeks diversity in its student population and evaluates applicants on their strengths. The college is interested in applicants’ general intellectual ability, initiative and resourcefulness, creativity, seriousness of purpose, maturity, and capacity for growth. Oral and written communication skills are important. Students should have demonstrated a capacity for quantitative thinking and be able to take an orderly, analytical approach to solving problems and to generating alternative solutions. The ability to derive ideas from various sources and see important relationships is essential. Students should be self-motivated, with persistence and drive, and with some understanding of the broad social, political, and economic implications of decisions and actions. For MBA students, work experience is highly desirable.

The college’s master’s degree students describe the programs as rigorous, supportive, interactive, close-knit, warm, and dedicated to a sense of community. Once admitted to a program, students are evaluated as they would be in the workplace: they are given continual feedback on areas in which they are excelling and areas that need improvement.

Admission Criteria

Master's Admission

The admission process is based on

1. Undergraduate academic performance: minimum overall grade point average (GPA) of 3.00; for the MActg, minimum accounting GPA of 3.00
2. Graduate Management Admission Test (GMAT) score: 550 or above for the MActg, 600 or above for the MBA and MS in finance
3. One (MS in finance) to two (MBA and MActg) written recommendations from people who have worked closely with the applicant and can comment on his or her ability, accomplishments, and potential
4. Completion of essay questions included in the application
5. Work experience or demonstrated leadership ability
6. Potential to benefit from and add value to the college’s learning community
7. Test of English as a Foreign Language (TOEFL) or International English Language Testing System (IELTS) for international applicants
8. Personal interview

The applicant should also provide any other pertinent information for consideration. Applicants are judged on their academic abilities and promise; their potential for leadership; and their commitment, readiness, and motivation to complete the program.

Recent successful MActg applicants have had average undergraduate GPAs of 3.40, average GMAT scores above 600, and minimum scores of 96 on the Internet-based TOEFL.

Recent successful MBA applicants have had average undergraduate GPAs of 3.40, average GMAT scores of 630, minimum scores of 96 on the Internet-based TOEFL, and average work experience of four years.

Recent successful applicants for the MS in finance have had average undergraduate GPAs of 3.46, average GMAT scores of 618, and average scores of 99 on the Internet-based TOEFL.

Prerequisites

In addition to proficiency in mathematics, MBA and MActg applicants must complete an online tutorial in accounting, economics, finance, and statistics in the summer before matriculation.

Admission Deadlines

A rolling admission system is used. For the MBA, the early-decision deadline is November 15; the deadline for international applicants is February 15; the deadline for domestic applicants is March 15. Admission for applicants whose applications are received after March 15 is granted only if space is available in the incoming class of students. For MS in finance program deadlines, please visit the website (https://business.uoregon.edu/ms-finance/apply).

Doctoral Admissions

For admission to the doctoral program, the student must

1. Satisfy the admission requirements of the Lundquist College of Business and of the Graduate School
2. Be recommended by the department with primary responsibility for the area in which the candidate expects to earn a major
3. Provide evidence of scholarly promise

Recently admitted students averaged 700 on the Graduate Management Admissions Test (GMAT) or 320 on the Graduate Record Examination (GRE). Five to 8 percent of applicants are admitted into the PhD program; 35 percent of them are women, 55 percent are international students. International students whose native language is not English should have a good TOEFL score. The minimum score on the Internet-based TOEFL is 96; paper-based, 600. The TOEFL is preferred, but the International English Language Testing System (IELTS) is also accepted with a minimum score of 7.5.

PhD students receive financial support in the form of an appointment as a graduate employee. For 2015–16, typical appointments were 0.49 FTE and carried a stipend of approximately $19,00 plus waiver of tuition, and summer support of approximately $5,000 for newly admitted students. Graduate employees may assist faculty members in research and teaching and assume responsibility for teaching undergraduate business courses.

The deadline for application to the PhD program for fall term is the preceding January 5.

Inquiries concerning the program should be addressed to the Lundquist College of Business director of doctoral programs.

Program Planning

Students should plan their course of study with the director of the program and the PhD coordinator of their major department.

Academic Performance

In addition to fulfilling Graduate School requirements, a student enrolled in an advanced degree program is required to maintain a GPA of 3.00 for graduate courses that are counted toward the business degree.

Students whose GPAs fall below 3.00 in a graduate college of business degree program are automatically placed on probation. Their continued enrollment is subject to review by the director of the program.

Students may formally appeal disqualification or other decisions relevant to their academic performance or program. A description of the probation policy and appeal procedures is available from the director of the program.

Services for Graduate Students

Career Services

240 Lillis Hall
541-346-3301

Career Services provides the resources and services MBA students need to design and implement individual career plans. Seminars and career counseling focus on résumé writing, networking, interviewing skills, negotiations, job search strategies, and internships. Companies visit campus to share information and to recruit interns and full-time employees. Company information sessions and networking receptions facilitate relationship building and job-search success.

Oregon MBA Mentor Network

240 Lillis Hall
541-346-3301

Career Services, through the Oregon MBA Mentor Network, matches MBA students with a professional mentor to further their leadership skills, experience, and exposure to business in action. Through online interaction, site visits, and campus events, the dynamic experience of mentoring enhances a student's professional development through the Lundquist College's expanded network.

General University Regulations

See the **Graduate School** section of this catalog for general university regulations and information regarding registration, academic performance, and other matters applicable to university graduate students.

Courses

BA 101. Introduction to Business. 4 Credits.
Historical, social, political, economic, and legal environments within which business operates. Interrelationships of the functional areas of management, finance, marketing, accounting, and international studies.

BA 199. Special Studies: [Topic]. 1-5 Credits.
Repeatable when the topic changes.

BA 215. Accounting: Language of Business Decisions. 4 Credits.
How the accounting model reflects business transactions or events. Interpretation and analysis of financial statements. Understanding cost and revenue information, organization, and decisions.
Prereq: BA 101.

BA 240. Managing Business Information. 4 Credits.
Data-oriented approaches for structuring and analyzing information, with applications in the traditional functional areas of business, emphasizing modern techniques for developing fact-based decision models. Sophomore standing required.

BA 308. Leadership and Communication. 4 Credits.
Personal leadership and communication skills. Focuses on self-awareness for leading, persuading, and working with others; effective business writing and speaking; and team development. Students may not receive credit both BA 308 and BA 308H. Sophomore standing required.
Prereq: C- or better in BA 101, WR 121; WR 122 or WR 123.

BA 308H. Leadership and Communication. 4 Credits.
Personal leadership and communication skills. Focuses on self-awareness for leading, persuading, and working with others; effective business writing and speaking; and team development. Students may not receive credit both BA 308 and BA 308H. Open only to students in the LCB Honors Program.
Prereq: C- or better in BA 101, WR 121; WR 122 or WR 123.

BA 315. Economy, Industry, and Competitive Analysis. 4 Credits.
Free enterprise capitalism and market competition. Economic value added, product cost, and product pricing. Organizational arrangements and the control of economic activity.
Prereq: BA 101.

BA 316. Management: Creating Value through People. 4 Credits.
Management systems for planning, controlling, organizing, and leading; how they influence human behavior in organizations. Selecting, training, retaining, and motivating the human resource in organization.
Prereq: BA 101.

BA 317. Marketing: Creating Value for Customers. 4 Credits.
Market analysis, target customer identification, and development of marketing-mix strategies to deliver superior customer value and contribute to the performance of the organization.
Prereq: BA 101.

BA 318. Finance: Creating Value through Capital. 4 Credits.
Financial statement analysis, pro forma statements and capital budgeting, time value of money, net present-value analysis, risk and cost of capital.
Prereq: BA 101; BA 215 or ACTG 211.

BA 352. Leadership and Communication. 4 Credits.
Personal leadership and communication skills. Focuses on self-awareness for leading, persuading, and working with others; effective business writing and speaking; and team development. Students may not receive credit both BA 352 and BA 352H.
Prereq: accounting and business administration majors only.

BA 352H. Leadership and Communication. 4 Credits.
Develops essential business leadership behaviors, including self-awareness, critical thinking, supportive communication, creative problem solving, building power, and influence. Students may not receive credit both BA 352 and BA 352H.
Prereq: open only to students in the LCB honors program.

BA 361. Cross-Cultural Business Communication. 4 Credits.
Theoretical and practical approach to value dimensions across cultures and their impact on communication in business and professional contexts. Develops intercultural business communication skills.
Prereq: WR 121 recommended.

BA 362. Effective Business Writing. 4 Credits.
Theory and practice of writing effectively for U.S. and international business audiences; use of rhetorical, cultural, and organizational analysis to create persuasive business documents. Designed for nonnative speakers of English.
Prereq: WR 121 recommended.

BA 363. Effective Business Presentations. 4 Credits.
Contrastive rhetoric approach to business presentations in U.S. and international settings. Students research and learn to present effectively for different purposes and global audiences. Designed for nonnative speakers of English.
Prereq: WR 121 recommended.

BA 364. International Business Research. 4 Credits.
International, cross-cultural perspective to communicating information. Presents language, concepts, and strategies needed to conduct international business research and guidelines for communicating research findings.

BA 365. Cross-Cultural Negotiation. 4 Credits.
Theory and practice of negotiating effectively across cultures. Research and analysis of culturally specific models for negotiating and experience using those models in cross-cultural simulations.
Prereq: WR 121 recommended.

BA 399. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

BA 400M. Temporary Multilisted Course. 1-5 Credits.
Repeatable.

BA 404. Internship: [Topic]. 1 Credit.

BA 406. Special Problems: [Topic]. 1-12 Credits.
Repeatable.

BA 407. Seminar: [Topic]. 1-4 Credits.

BA 410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable when the topic changes.

BA 453. Business Strategy and Planning. 4 Credits.
Capstone course focusing on strategy formulation and decisional processes. Includes writing a business plan that applies knowledge and develops course of action to accomplish organizational objectives. Students cannot receive credit for both BA 453 and BA 453H.
Prereq: completion of 300-level business core courses, senior standing.

BA 453H. Business Strategy and Planning. 4 Credits.
Provides conceptual tools for in-depth strategic analysis and interactive discussions from sources relevant to the challenge of developing and implementing strategy. Students cannot receive credit for both BA 453 and BA 453H.
Prereq: completion of 300-level business core courses, senior standing. Open only to students in the LCB honors program;

BA 510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable when the topic changes.

BA 605. Reading and Conference: [Topic]. 1-16 Credits.
Repeatable.

BA 607. Seminar: [Topic]. 1-5 Credits.
Repeatable.

BA 608. Special Topics: [Topic]. 1-12 Credits.
Repeatable.

BA 610. Experimental Course: [Topic]. 1-6 Credits.
Repeatable when the topic changes.

BA 661. Oregon Advanced Strategy. 3 Credits.
Examines advanced strategic analysis in corporate setting and integrates multidisciplinary values such as sustainability, product-service excellence, cultural values, financial strength, advanced marketing, entrepreneurial thinking, customer relationship management, big data analytics. This course is taught through the C-level practitioner's perspective.
Prereq: MGMT 614.

BA 705. Reading and Conference: [Topic]. 1-6 Credits.
Repeatable.

BA 707. Seminar: [Topic]. 1-6 Credits.
Repeatable.

BA 708. Workshop: [Topic]. 1-6 Credits.
Repeatable.

BA 710. Experimental Course: [Topic]. 1-9 Credits.
Repeatable.

BA 711. Legal Environment of Business. 3 Credits.
Analysis of government policy and the legal environment in which business operates; the effects of law, government policy, and social forces on the formulation of business strategy and decision-making.

BA 712. Financial Accounting and Reporting. 3 Credits.
Preparation, interpretation, and use of external financial statements and reports. Covers basic accounting principles, recording and reporting techniques underlying valuation and income determination. Series with BA 714.

BA 713. Applied Statistics for Managers. 3 Credits.
Exposure to descriptive statistics, decision analysis, regression analysis, and forecasting. Emphasis on when and how to use statistics. Integrates statistical tools used to analyze business data with microcomputers.

BA 714. Managerial Accounting. 3 Credits.
Introduction to cost accounting terminology; costing strategies, nontraditional costing systems, activity-based costing and product-service costing applications. Series with BA 712.

BA 715. Managerial Economics. 3 Credits.
Covers micro- and macroeconomic analyses and the concepts of cost, demand, profit, and competition. Examines monetary and fiscal policy, the Federal Reserve System, and money and capital markets.

BA 716. Managing Organizations. 2 Credits.
Organizations as complex social systems; leadership; managing individuals, groups, and teams; formal and informal processes and systems.

BA 717. Marketing Management. 4 Credits.
Examines marketing analysis and planning necessary to develop marketing plans and strategies for a product-line. Includes basic marketing concepts and philosophies and brief exposure to macromarketing strategies. Series with BA 719.

BA 718. Financial Analysis. 3 Credits.
Covers objectives, tools, methods, and problems of financial management. Includes fund acquisitions, dividend policy, capital acquisitions, taxes, mergers, and investment banking. Series with BA 720.

BA 719. Marketing Strategy. 3 Credits.
Marketing strategies for product-service introduction, growth, maturity, and decline; managing product-service innovation and development; brand equity, relationship marketing. Series with BA 717.

BA 720. Corporate Financial Strategy. 4 Credits.
Advanced topics in firm evaluation (e.g., acquisitions, restructuring) and financial risk management (e.g., hedging, derivatives, foreign projects) as related to global and domestic corporate strategies. Series with BA 718.

BA 722. Leadership and Motivation. 2 Credits.
Focuses on elements of motivation and leadership that affect management decision-making and problem-solving.

BA 723. Formulating Corporate Strategy. 3 Credits.
Focuses on how corporations choose to compete. Covers the analytical techniques and planning models appropriate for making this fundamental decision.

BA 725. Implementing Corporate Strategy. 2 Credits.
Uses problems and cases to examine the implementation of corporate strategy, the strategy process and cycle, and implementation methods.

BA 726. Global Business. 3 Credits.
Examines global competition and strategy, regional economic integration, cross-cultural challenges, foreign market entry, international joint ventures and strategic alliances, international dimensions in functional areas of business.

BA 727. Operations Management. 2 Credits.
Examines methods and processes for providing a competitive advantage through continuous quality and process improvements, supplier management, and efficient production of goods and services.

BA 729. Negotiation. 3 Credits.
Explores the major theories and concepts of negotiation. Opportunities to practice deal-making and conflict resolution. Encourages improvement in communication and persuasion.

BA 730. Business Ethics. 1 Credit.
Studies the derivation of values and the application of those values to individual choices. Emphasizes the conflict manager's experience when choosing between two alternatives.

BA 734. Supply-Chain Strategy. 2 Credits.
Examines strategic and tactical issues pertaining to the distribution and delivery of products and services.

BA 735. Opportunity Recognition. 3 Credits.
Provides students with techniques and models to identify and develop new opportunities and manage innovation processes.

BA 736. Alliances and Acquisitions. 3 Credits.
Using alliances and acquisitions as a strategic tool; emphasis on value creation. Includes deal valuation, deal-making, due diligence, integration, and ecosystem development. Builds on negotiation, strategy, and finance courses.

BA 740. Capstone Business Project. 1-9 Credits.
Repeatable. Focuses on integration of functional areas of business. Includes writing a plan that applies knowledge and develops a course of action to accomplish organizational objectives. Repeatable thrice for a maximum of 9 credits.
Prereq: offered only to students in the second year of the Oregon Executive M.B.A. program.

Courses

BE 199. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

BE 325. Global, Legal, Social Environment of Business. 4 Credits.
Legal and ethical regulations of business organizations--including their human resource, finance, production, marketing, and environmental functions--in the United States and internationally.
Prereq: BA 101, WR 121.

BE 401. Research: [Topic]. 1-21 Credits.
Repeatable.

BE 405. Reading and Conference: [Topic]. 1-21 Credits.
Repeatable.

BE 406. Special Problems: [Topic]. 1-21 Credits.
Repeatable.

BE 407. Seminar: [Topic]. 1-4 Credits.
Repeatable.

BE 409. Practicum: [Topic]. 1-21 Credits.
Repeatable.

BE 410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable. A recent topic is Law for Managers.

BE 503. Thesis. 1-16 Credits.
Repeatable.

BE 510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable. A recent topic is Law for Managers.

BE 601. Research: [Topic]. 1-16 Credits.
Repeatable.

BE 603. Dissertation. 1-16 Credits.
Repeatable.

BE 605. Reading and Conference: [Topic]. 1-16 Credits.
Repeatable.

BE 607. Seminar: [Topic]. 1-5 Credits.
Repeatable.

BE 608. Special Topics: [Topic]. 1-12 Credits.
Repeatable.

BE 609. Practicum: [Topic]. 1-16 Credits.
Repeatable.

BE 610. Experimental Course: [Topic]. 1-5 Credits.
Repeatable. A recent topic is Global Business Environments.

BE 625. Business Law and Ethics. 3 Credits.
Examines the legal and ethical facets of real-life business cases and develops the core knowledge and critical thinking skills around law and ethics for today's successful business leaders.