Charles H. Lundquist College of Business

Sarah Nutter, Edward Maletis Dean in the Lundquist College of Business
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 college offers programs of study leading to bachelor's degrees in accounting and business administration (with concentrations in finance, marketing, management, operations and business analytics, or sports business). It also offers a master of business administration (MBA) and master's and doctoral degrees in accounting, finance, management, marketing, operations and business analytics, and sports product management.

At the undergraduate level, the college operates an honors program for high-achieving students. Minors are available in business administration, entrepreneurship, and sports business, offering majors the opportunity to enhance their degrees with the knowledge and organizational skills necessary for effective leadership in future professions. Students from all majors may also elect to earn a certificate in global business in preparation for an international career.

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. At the forefront of their fields, they bring new ideas to the classroom, keeping their students ahead of the curve through ongoing research on evolving national and international business practices and economic drivers.

Facilities

Designed to complement the college's team-based approach to learning, the Lillis Business Complex (https://business.uoregon.edu/lillis-complex) enhances and enriches the business curriculum. Certified by the US Green Building Council at the silver level with their Leadership in Energy and Environmental Design sustainability rating, the building features one of the largest solar installations in the Pacific Northwest and one of the pioneering uses of photovoltaic solar glass in the world.

The college also maintains a Portland location at 109 NW Naito Parkway, which houses its sports product management master's degree and executive MBA programs, offering to students connections to the city's business community. The Portland facility also houses a product-making innovation lab, providing students with access to specialized equipment to design, build, and test prototypes of sports and outdoor apparel, footwear, and products.

International Experiences

Students are strongly encouraged to obtain international experience as part of their business education. The college and the university have partnerships with campuses worldwide to provide extensive opportunities for undergraduate and graduate 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 of them depending on the specific program selected. Students are advised to meet with an advisor prior to participating in an international program to fully understand how such as 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. Undergraduate students interested in international business are particularly encouraged to take advantage of one of these programs while also completing the certificate in global business.

Charles H. Lundquist College of Business Code of Professional Business Conduct

The Lundquist College of Business learning community is committed to a set of core values (https://business.uoregon.edu/code-of-conduct) that guide members' interactions with one another. These values include integrity, respect, openness, responsibility, and teamwork, and they are as important in the Lundquist College community as they are in the business community.

Support Services

Mohr Career Services

Gene Rhee, Executive Director
541-346-3301

Through this office, business students explore career paths, develop an employment strategy, identify strengths, form connections with industry leaders, and understand the skills they need to achieve their career ambitions. Services include career advising and exploration, job and internship information, guidance in establishing a résumé and online profile, a job shadow program, networking opportunities, a mentoring program, and skills development through a variety of workshops and events. The office also offers short courses to help students develop advanced skills essential in the modern job market while earning industry-recognized certifications. For more information, visit their website (https://business.uoregon.edu/career).

Braddock Tutoring

Weili Wee, Learning Specialist
541-346-4739

This program provides free tutoring in accounting, economics, finance, calculus, and statistics to business majors, accounting majors, business premajors, and business minors. Private tutoring with hourly fees can also be arranged for select courses. For more information, visit their website (https://business.uoregon.edu/ug/tutoring).

Diversity Programs

Damien Pitts, Academic Advisor and Diversity Initiatives Specialist
541-346-3303

Coordinated through undergraduate advising, a cohort program, Building Business Leaders, is offered for self-identified, underrepresented minority students. It supports students as they progress through the business premajor curriculum 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. For more information, visit the website (https://business.uoregon.edu/ug/bbl).

Computer Laboratories

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

The Lundquist College of Business provides dedicated computer labs for business students. The systems run Windows, Microsoft Office, and all software necessary to complete business courses. Students also have access to high-capacity black-and-white and color printers, as well as binding and laminating services for a fee. Electronically enhanced study rooms may be reserved at the front desk of the lab or online, and 50 virtualized lab seats may be access via the internet from anywhere in the world. 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 can be requested for classroom use. For more information, visit the website (https://business.uoregon.edu/computer-labs).

Academic Residential Community

541-346-3303
https://business.uoregon.edu/ug/advising/residential-community

In partnership with the Office of University Housing, the business college sponsors an academic residential community—an on-campus living and learning opportunity for undergraduate students interested in business. In the business residential community, residents take courses together and participate in a wide variety of dedicated programming, including career exploration, academic advising, résumé building, business etiquette, and panels focused on majors in the Lundquist College of Business.

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 more than a dozen student organizations supported by the college. For more information, visit the website (https://business.uoregon.edu/ug/clubs).

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 the classroom through its many student-run clubs and activities, a faculty-supervised consulting agency, internships, practicums, and its Centers for Excellence.

Center for Sustainable Business Practices

Izabel Loinaz, Program Manager
541-346-8846

The Center for Sustainable Business Practices prepares 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. 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. For more information, visit the website (https://business.uoregon.edu/centers/csbp).

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 provides students with practical experience in corporate finance, treasury management, and investment management. The center augments the curriculum by integrating finance and accounting, allowing 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. Opportunities include management of live equity portfolios through the University of Oregon Investment Group and Emerging Markets Equity Portfolio, an Engaging Asia tour, internships, seminars, visiting speakers, and mentoring. For more information, visit the website (https://business.uoregon.edu/centers/cameron).

Lundquist Center for Entrepreneurship

Nathan Lillegard, Program Manager
541-346-3349

The Lundquist Center for Entrepreneurship helps students develop the tools, skills, and abilities to turn innovative ideas into reality, whether the idea is improving a Fortune 500 company or starting a business. Courses, internships, guest speakers, study tours, and business plan competitions 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. For more information, visit the website (https://business.uoregon.edu/centers/lce).

James H. Warsaw Sports Marketing Center

Whitney Wagoner, Director
541-346-3706

The Warsaw Sports Marketing Center advances 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 specialization area in the MBA degree program. The center also organizes research, sports-industry internships, guest speakers, and a variety of nonclassroom experiences for students. For more information, visit the website (https://business.uoregon.edu/centers/warsaw).

Undergraduate Programs

Collette Niland, Assistant Dean, Undergraduate Programs
541-346-3303
203 Peterson Hall
https://business.uoregon.edu/ug

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 business may be added to the business administration or accounting major.

Student Services

Undergraduate Advising Office

Heather Bottorff, Senior Director
541-346-3303

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 business college advisor at least once a year to ensure that they are meeting requirements and to stay informed of program changes. The college's undergraduate advising office also maintains information about major and minor admission processes, degree requirements, scholarships, educational exchange programs, tutoring services, and student organizations. For more information, visit the website (https://business.uoregon.edu/ug/advising).

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.

Academic Opportunities

Honors Program

Eric Boggs, Director
541-346-4659

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).

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 the Association to Advance Collegiate Schools of Business 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), the master of science in sports product management (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 Degree Programs

Ryan J. Wilson, Director
380 Lillis Hall
541-346-4552

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.

The PhD typically requires four or five years of intensive study with a concentration in accounting, finance, management, marketing, or operations and business analytics. 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. In the Lundquist College, 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.

For more information, visit the website (https://business.uoregon.edu/phd).

Concurrent Degree Programs

At the University of Oregon, the term “concurrent degrees” is used when a student is pursuing two degrees simultaneously. Below are some examples involving graduate degrees in business. For more information, visit the website (https://gradschool.uoregon.edu/policies-procedures/concurrent-degrees).

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. For more information, visit the website (https://business.uoregon.edu/mba/degree-programs/concurrent-msf).

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. For more information, visit the MBA website (https://business.uoregon.edu/mba/degree-programs/full-time) and JD website (https://law.uoregon.edu/explore/joint-biz-and-law).

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. For more information, visit the website (https://business.uoregon.edu/master-accounting).

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. For more information, visit the website (https://law.uoregon.edu/explore/CRES-concurrent-degrees).

MBA/MCRP

Business students 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. For more information, visit the website (https://pppm.uoregon.edu/grad/master-of-community-and-regional-planning).

MBA/Graduate Certificate in Arts Management or Nonprofit Management

Students interested in both business and the arts should consider furthering their careers with a master of business administration degree and a concurrent certificate in arts management or nonprofit management. The certificates in arts management and nonprofit management are based on the underlying belief that professional arts and nonprofit 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 for both programs. Applications are reviewed on a rolling basis in fall, winter and spring terms. Prospective students should consult the admissions staffs of the MBA program and the School of Planning, Public Policy and Management. For more information, visit the website (https://pppm.uoregon.edu/grad/certificate/arts-management).

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 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 and Deadlines

Admission for the MBA, MActg, MS in Finance

The admission process is based on these factors:

1. Undergraduate academic performance
2. Graduate Management Admission Test (GMAT) score
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 student's 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. Please visit links for each program to explore requirements specific to each program.

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. MActg applicants with a business degree other than accounting must complete additional accounting courses.

Deadlines

MActg. To start winter term, the deadline is October 15; to start spring term, the deadline is January 15.

MBA and MSF. A rolling admission system is used. The early-decision deadline is October 15; round two is January 15, round three is March 15, and round four is May 15. The deadline for international applicants is February 15. Admission for applicants whose applications are received after March 15 is granted only if space is available in the incoming class of students.

Admission for the OEMBA

Admission to the program requires the following:

1. Demonstrate at least three years of managerial or leadership experience in a position that included supervision of other employees, responsibility for budgets, or financial performance, project management, account management, or similar responsibilities
2. Demonstrate at least five years of career-related work experience
3. Currently hold a mid- to senior-level management position with significant responsibility
4. Hold an undergraduate degree from a US or internationally accredited institution of recognized standing

Deadlines. A rolling admission system is used.

Admission for the MS in Sports Product Management

Admission to the program requires the following:

1. A bachelor's degree from a regionally accredited four-year college or university in the United States or its equivalent from a foreign institution
2. Two to three letters of recommendation
3. Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE) scores if GPA is below a 3.00
4. A résumé
5. A product project
6. Three essays

Deadlines

Online. Round one is December 15; round two is January 15; final round is March 1.

Full-time. Round one isNovember 15; round two is January 15; round three is March 15; round four is May 15; final round is June 30.

Doctoral Admissions

For admission to the doctoral program, the student must

1. Satisfy the admission requirements of the Lundquist College of Business (https://business.uoregon.edu/phd/admissions) and of the Graduate School (https://gradschool.uoregon.edu/?page=admissions)
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

Averages for Recently Matriculated Students

- Grade point average (GPA)—3.84 on a four-point scale
- Test of English as a Foreign Language (TOEFL), internet-based test score—104
- Graduate Management Admission Test (GMAT) scores—720 (quantitative, 87th percentile; verbal, 87th percentile; writing, 5.3)
- Graduate Record Examination (GRE) revised general test scores—320 (163 quantitative, 87th percentile;157 verbal, 73rd percentile)

Minimum Testing Qualifications

- GPA—3.00 on a four-point scale (undergraduate and graduate)
- TOEFL scores—96 (internet-based test) or 600 (paper-based test)
- International English Language Testing System (IELTS) score—7.5
- GMAT scores—600 total (quantitative, 63rd percentil; verbal, 65th percentile)
- GRE revised general test scores—315 (155 quantitative, 61st percentile; 160 verbal, 84th percentile; 308 combined quantitative and verbal) for operations and business analytics applicants

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

Deadline. Application to the PhD program for fall term is the preceding January 5 by 5:00 p.m. Pacific Standard Time.

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.

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.

Business Administration 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 252. Global Perspectives in Business. 4 Credits.
An interdisciplinary introduction to what it means to participate in a global economy, critically reflecting on globalization, the impacts of business activity, human rights, global finance, marketing, and management. Also explores concepts and skills in intercultural communication and working with others from around the world.

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 325. Business Law and Ethics. 4 Credits.
Legal and ethical environments of business, including U.S. legal concepts, social and environmental impacts of business, and ethical decision making.
Prereq: BA 101, WR 121.

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. 3 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. Sequence with BA 719.

BA 718. Financial Analysis. 4 Credits.
Covers objectives, tools, methods, and problems of financial management. Includes fund acquisitions, dividend policy, capital acquisitions, taxes, mergers, and investment banking. Sequence 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. Sequence with BA 717.

BA 720. Corporate Financial Strategy. 3 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. Sequence with BA 718.

BA 722. Leadership and Motivation: [Topic]. 1 Credit.
LEAD is the leadership foundation course that runs across the entire first year. The instructors and 2nd year students lead the in-class discussions of a variety of leadership topics. Topics include elements of motivation and leadership that affect management decision-making and problem-solving. Repeatable twice for a maximum of 3 credits.

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. 3 Credits.
Uses problems and cases to examine the implementation of corporate strategy, the strategy process and cycle, and implementation methods.Sequence with BA 723.

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. 3 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 731. New Venture Planning. 3 Credits.
Students identify and research a business opportunity; develop and present a professional start-up business plan that includes market, competitor, cash flow, and financial analyses.

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.

Business Environment Courses

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

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.
A recent topic is Law for Managers. Repeatable.

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

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

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.