Operations and Business Analytics

Michael Pangburn, Department Head
Undergraduate Advising Office
203 Peterson Hall

The undergraduate curriculum in the Department of Operations and Business Analytics is designed for students who want to prepare for a career in statistics, production and operations management, information systems, or a management career with a strong emphasis in these areas.

The Department of Operations and Business Analytics offers an undergraduate concentration in information systems and operations management. These courses introduce the major concepts and techniques of analytic decision-making, information technology, supply-chain operations, and e-business. To support these topics, the department also offers courses in statistics.

Faculty

Eren B. Çil, associate professor (game theory, queueing theory); coordinator, doctoral program. BS, 2004, Middle Eastern Technical; MS, 2006, Koç; PhD, 2010, Northwestern. (2010)

Yue Fang, associate professor (financial econometrics, forecasting, time series analysis). BA, 1984, MA, 1987, Tsinghua; MS, 1994, PhD, 1996, Massachusetts Institute of Technology. (1996)

Erik Ford, instructor (information technology). BS, 2013, MBA, 2015, Oregon. (2015)

Xing Hu, assistant professor (revenue management, dynamic pricing). BS, 2006, Peking (Beijing); MPhil, 2008, PhD, 2012, New York. (2011)

Ming Jin, instructor. PhD, 2016, Utah. (2017)

Nagesh N. Murthy, Roger Engemann Professor in Business Administration (call center industry, health-care operations). BE, 1982, MMS, 1983, Birla Institute of Technology and Science; MS, 1988, MA, 1994, PhD, 1997, Ohio State. (2003)

Michael S. Pangburn, Ehrman V. Giustina Professor (retail operations). BS, 1990, Virginia Polytechnic Institute and State; MS, 1993, PhD, 1997, Rochester. (2002)

Pradeep Pendem, assistant professor. BE, 2006, Andhra; MTech, 2008, Indian Statistical Institute; MS, 2015, PhD, 2018, North Carolina, Chapel Hill. (2018)

Saeed Piri, assistant professor (business and data analytics, machine learning). BS, 2008, Amirkabir University of Technology; MS, 2011, Sharif University of Technology; PhD, 2017, Oklahoma State. (2018)

Zhixi Wan, associate professor (operations management, strategic sourcing and procurement). BS, 2003, Tsinghua; PhD, 2009, Michigan. (2014)

Wenbo Wu, assistant professor (statistical analysis, business analytics). BS, 2007, Texas, Austin; MS, 2010, Central Florida; PhD, 2015, Georgia. (2015)

Zhibin "Ben" Yang, associate professor (operations management, supply-chain risk management). BS, 1994, Southwest Jiaotong; MS, 2002, Arizona State; PhD, 2009, Michigan. (2009)

Fang Yin, senior instructor (business value of IT, electronic commerce). BA, 1992, Peking (Beijing); PhD, 2002, Texas, Austin. (2008)

Peng "John" Zhang, instructor. BS, 1999, Shenyang Medical College; MBA, 2008, Indiana Wesleyan; PhD, 2017, Florida International. (2017)

Yinchu Zhu, assistant professor (econometrics, dimension reduction, big data analysis). BA, 2009, Zhongnan University of Economics and Law; MS, 2011, Bocconi; MA, 2014, PhD, 2017, California, San Diego. (2017)

Emeriti

Sergio G. Koreisha, professor emeritus. BA, 1974, ME, 1975, California; DBA, 1980. Harvard. (1980)

James E. Reinmuth, professor emeritus. BA, 1963, Washington, Seattle; MS, 1965, PhD, 1969, Oregon State. (1967)

Larry E. Richards, associate professor emeritus. BA, 1962, MBA, 1963, Washington (Seattle); PhD, 1969, California, Los Angeles. (1966)

The date in parentheses at the end of each entry is the first year on the University of Oregon faculty.

- **Bachelor of Arts: Business Administration**
- **Bachelor of Science: Business Administration**
- **Minors**

Undergraduate Programs

Academic Requirements

To earn an undergraduate degree in the Lundquist College of Business, a student must be an admitted major in good academic standing with the college and the university. Two sets of requirements must be completed: general university requirements and college requirements.

The college is firmly committed to an undergraduate degree program in business based on a solid foundation in the arts and sciences. Students may not earn two majors in the Lundquist College of Business; in other words, a student who has an undergraduate degree in business administration cannot earn another undergraduate degree from the college. See the **Bachelor's Degree Requirements** section of this catalog for specific requirements for bachelor's degrees and for general-education and university requirements.

Students must satisfy the upper-division business core and major requirements in effect when they are admitted as majors.

For a more detailed explanation of requirements for majors, students should pick up the undergraduate degree programs handout in the Advising Office.

Business Premajor Admission

New students planning to earn a bachelor's degree in the Lundquist College of Business typically enter the university as business premajors. Transfer students and university students from other majors may become business premajors by submitting a Request for Addition or Deletion Major form, available in the Advising Office. Students who seek premajor status in business should meet with an advisor in the college if their GPA is below 3.00. Business premajors typically are not eligible to take most

300- and 400-level business courses. Business premajor status does not guarantee admission to the accounting or business administration major.

Admitted business premajors typically spend the first two years fulfilling general-education and premajor requirements.

Premajor Requirements

- **Junior Standing.** Course work of 90 or more credits must be complete.
- **Cumulative GPA Requirement**. Guaranteed admission requires a 3.00 cumulative grade point average in college course work, including transfer work. The college includes all course work when calculating the cumulative GPA for admission to the major.
- **Holistic Review.** Students who have taken all required business premajor course work but fall slightly below the minimum GPA requirements may be considered for admission under a holistic review process. For more details, interested students may visit an academic advisor in 203 Peterson Hall.
- **English Competence.** International students must have a Test of English as a Foreign Language (TOEFL) score of at least 575 (paper-based test), 233 (computer-based test), 89 (internet-based test), an International English Language Testing System (IELTS) score of 7.0, or have completed the Academic English for International Students (AEIS) program.

First-Year Direct Admission

Direct admission is only offered to first-year students who are entering in the fall term and list their intended major as business administration. The University of Oregon considers a number of factors when making direct admissions decisions, including high school GPA, strength of academic course work, test scores, and ability to enhance the diversity of the university. Students selected for direct admission will need to complete the lower-division course requirements but will not need to apply to the major like other students interested in business administration or accounting.

Business Premajor Courses

Premajor core business courses must be taken at the University of Oregon.

In addition, international students are required to take Academic English for International Students (AEIS) courses or produce English language proficiency test scores (575 on the TOEFL paper-based test, 89 on the TOEFL internet-based test, or 7.0 in the IELTS).

Code	Title	Credits
Core Courses [1]		
BA 101	Introduction to Business	4
ACTG 211	Introduction to Accounting I	4
ACTG 213	Introduction to Accounting II	4
EC 201	Introduction to Economic Analysis: Microeconomics	4
EC 202	Introduction to Economic Analysis: Macroeconomics	4
Additional Courses [2]		
BA 240	Managing Business Information	4
MATH 241	Calculus for Business and Social Science I	4
MATH 243	Introduction to Methods of Probability and Statistics	4
Select one of the following:		8
WR 121 & WR 122	College Composition I and College Composition II	
WR 121 & WR 123	College Composition I and College Composition III	
Total Credits		40

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

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

Application to the Major

Students seeking admission through the standard pathway must submit a formal application for admission to the major one term prior to enrolling in upper-division business courses. Typically this takes place in the term they are completing their lower-division requirements. To be eligible for admission as a major, a student must apply before the term deadline. Applications are due the first week of the term for admission the following term. Applications are not accepted during summer session. Students who are completing their final term of business premajor requirements may submit applications.

The following documents are required for admission:

1. Completed application form (https://business.uoregon.edu/ug/apply/major)
2. Academic transcripts or proof of enrollment
3. A cover letter and résumé
4. Short answer essays

Bachelor of Arts in Business Administration Degree Requirements

Upper-Division Core

Code	Title	Credits
BA 308	Leadership and Communication	4
BA 325	Business Law and Ethics	4
BA 453	Business Strategy and Planning	4
FIN 311	Economic Foundations of Competitive Analysis	4
FIN 316	Financial Management	4
MGMT 321		4
MKTG 311	Marketing Management	4
OBA 311	Business Analytics I	4
OBA 312	Business Analytics II	4
OBA 335	Operations Management	4
Total Credits		40

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

Business Administration Requirements

Code	Title	Credits
Seven business courses from at least three business departments [1]		
General-education requirements		54
Nonbusiness breadth requirement courses [2]		24
Global context courses [3]		12
Total Credits		90

1. Four of the courses may be taken in one concentration area. Concentrations are optional and do not appear on UO academic transcripts or diplomas.
2. Courses should be an interrelated and coherent set consistent with the student's career goals. A nonbusiness minor meets this requirement, as does two years of language study. Nonbusiness breadth plans must be approved and on file in the Advising Office; assistance in planning individualized programs is available in the advising office.
3. Courses focus on international, cultural, historical, political, economic, or social issues of a geographic region and the culture of one country or region other than the student's native country. Language courses beyond the first year satisfy this requirement. Global context plans must be approved by an advisor in the Advising Office.

Concentration: Operations and Business Analytics

Code	Title	Credits
Select four of the following:		16
OBA 410	Experimental Course: [Topic] (Predictive Analytics; Analyzing Big Data)	
OBA 444	Business Database Management Systems	
OBA 466	Project and Operations Management Models	
OBA 477	Supply-Chain Operations and Information	
OBA 488	E-Business	
Total Credits		16

The 400-level courses are typically taken in the senior year.

Bachelor of Science in Business Administration Degree Requirements

Upper-Division Core

Code	Title	Credits
BA 308	Leadership and Communication	4
BA 325	Business Law and Ethics	4
BA 453	Business Strategy and Planning	4
FIN 311	Economic Foundations of Competitive Analysis	4
FIN 316	Financial Management	4
MGMT 321		4
MKTG 311	Marketing Management	4
OBA 311	Business Analytics I	4
OBA 312	Business Analytics II	4
OBA 335	Operations Management	4
Total Credits		40

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Total Credits		16

The 400-level courses are typically taken in the senior year.

Definitions, Limitations, and Policies

Transfer Students

The sequential nature of this program requires careful academic planning. Students who want to transfer to the college are encouraged to meet with an advisor in the Lundquist College of Business early in their academic careers. Students are admitted to the university as business premajors. Once admitted, they may apply for major status in accordance with the procedure described. Applications are due the first Friday of the term for admission the following term.

Second Bachelor's Degree

A student who has a bachelor's or master's degree in a field of business administration may not earn a second bachelor's degree in business. Students who have earned a nonbusiness degree and want a second degree in a field of business must be admitted to the university as postbaccalaureate nongraduate students. Second-degree candidates must meet the same admission requirements and follow the same application process described.

Students retain business premajor status until admission requirements are completed or waived because of completed course work. Second-degree students must complete the same upper-division requirements as first-degree candidates. The Second Bachelor's Degree section of this catalog, under **Bachelor's Degree Requirements**, lists university requirements for a second bachelor's degree; the Undergraduate Advising office has information about Lundquist College requirements.

Residence Requirement

Students must complete a minimum of 44 upper-division credits in regularly scheduled Lundquist College of Business courses. With the department head's approval, credits may be transferred from other accredited institutions, independent study, or approved courses in other departments. Accounting majors must complete all upper-division accounting courses at the University of Oregon.

Grading

Premajor required courses and upper-division courses must be taken for letter grades and passed with grades of C– or better. See the **Registration and Academic Policies** section of this catalog for an explanation of the university's grading systems.

Upper-Division Courses

Courses for the minor are open to nonmajors, and courses for the certificate in international business communication are open to students whose native language is not English. Only admitted majors in the Lundquist College of Business may enroll in all other 300- and 400-level business courses.

Continuous Progress

Students who do not attend the university for an extended period of time after being admitted as a major may be required to reapply for admission and fulfill current major requirements if the *UO Catalog* for the last year of attendance has expired. See Catalog Expiration and Requirements Policies in the **Reader's Guide to the Catalog** (http://catalog.uoregon.edu/archive/2019-2020/readersguide)**.**

Business Administration Minor

All professions and organizations, public and private, operate according to business principles. Earning a minor in business administration prepares students to participate in organizational conversations and become leaders within their future professions. The minor in business administration is open to students from all majors other than business administration, accounting, and general social science with a concentration in applied economics, business, and society. Completing the minor requires 24 credits of course work, which can be completed in one academic year.

Students may declare a minor in business administration online at the college's website, where a checklist of requirements can be found. Advising assistance is available in the Office of Undergraduate Advising.

Twelve upper-division credits must be taken in the Lundquist College of Business. Upper-division business courses must be taken for letter grades. Students must earn a C– or better in all courses taken for a letter grade to fulfill minor requirements. When minor requirements have been completed and notification of application for a degree has been received from the Office of the Registrar, the student is cleared for the minor.

Code	Title	Credits
BA 101	Introduction to Business [1]	4
BA 215	Accounting: Language of Business Decisions [2]	4
BA 315	Economy, Industry, and Competitive Analysis	4
BA 316	Management: Creating Value through People	4
BA 317	Marketing: Creating Value for Customers	4
BA 318	Finance: Creating Value through Capital [3]	4
or FIN 316	Financial Management	
Total Credits		24

1 Must be taken before the other required minor courses.

2 Must be taken before Finance: Creating Value through Capital (BA 318).

3 Financial Management (FIN 316) may be substituted by economics majors who have maintained a 3.00 GPA.

Entrepreneurship Minor

The minor in entrepreneurship is intended for nonbusiness students who want to learn about innovation processes and the managerial and leadership skills required to create a new venture. The entrepreneurship minor gives students the opportunity to envision, develop, test, and build a for-profit or nonprofit venture working within an interdisciplinary framework of exploration and self-discovery. The minor in entrepreneurship is open to students from all majors except business administration, accounting, and general social science with a concentration in applied economics, business, and society. Completing the minor requires 24 credits of course work, which can be completed in one academic year.

Students may declare a minor in entrepreneurship online at the college's website (https://business.uoregon.edu/ug/minors/entrepreneurship), where a checklist of requirements can be found. Advising assistance is available in the Office of Undergraduate Advising.

Twelve upper-division credits must be taken in the Lundquist College of Business. Upper-division business courses must be taken for letter grades. Students must earn a C– or better in all courses taken for a letter grade to fulfill minor requirements. When minor requirements have been completed and notification of application for a degree has been received from the Office of the Registrar, the student is cleared for the minor.

Code	Title	Credits
BA 101	Introduction to Business [1]	4
MGMT 335	Launching New Ventures	4
MKTG 445	Entrepreneurial Marketing	4
ACTG 340	Accounting for Entrepreneurs	4
Two elective courses from an approved list		8
Total Credits		24

[1] Must be taken before the other required minor courses

Sports Business Minor

The sports business minor develops skills in teamwork, writing, and oral communications with an emphasis on providing core business competencies to those pursuing sports industry–related careers. The minor is intended to provide baseline business skills and knowledge to students who are not intending to pursue a sports business career per se, but rather are pursuing sports-related professional paths in which business acumen is a supporting skill (e.g., sports journalist, sports psychologist, sportswear designer). The minor in sports business is open to students from all majors except business administration, accounting, and general social science with a concentration in applied economics, business, and society. Completing the minor requires 24 credits of course work, which can be completed in one academic year.

Students may declare a minor in sports business online at the college's website (https://business.uoregon.edu/ug/minors/sports-business), where a checklist of requirements can be found. Advising assistance is available in the Office of Undergraduate Advising.

Twelve upper-division credits must be taken in the Lundquist College of Business. Upper-division business courses must be taken for letter grades. Students must earn a C– or better in all courses taken for a letter grade to fulfill minor requirements. When minor requirements have been completed and notification of application for a degree has been received from the Office of the Registrar, the student is cleared for the minor.

Code	Title	Credits
BA 101	Introduction to Business [1]	4
BA 316	Management: Creating Value through People	4
BA 317	Marketing: Creating Value for Customers	4
Two sports business (SBUS) courses approved by an advisor.		8
One elective course from an approved list.		4
Total Credits		24

[1] Must be taken before the other required minor courses.

Four-Year Degree Plan

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

Bachelor of Arts in Business Administration

Course	Title	Credits	Milestones
First Year			
Fall			
BA 101	Introduction to Business	Aim for a B or higher. Review the holistic requirements for admission to the major and establish a plan for developing these traits	4
BA 199	Special Studies: [Topic]	Academic Residentia Community or FIG seminar. Attend study abroad and club fairs in first quarter	1
MATH 111	College Algebra	Beginning math course may change per placement or transfer work	4
TLC 199	Special Studies: [Topic] (Study Skills Workshop)		1

First term of first-year second-language sequence		Two years (six terms) of a language can fulfill both Non-Business Breadth and Global Context requirements for business major	5
	Credits		15
Winter			
EC 201	Introduction to Economic Analysis: Microeconomics	Aim for a B or higher. Get involved in a club or activity	4
Second term of first-year second-language sequence		Use Career Services to write an evidence-based cover letter and resume	5
MATH 241	Calculus for Business and Social Science I	Meet with a Lundquist Academic advisor to make a long-term plan	4
WR 121	College Composition I		4
	Credits		17
Spring			
EC 202	Introduction to Economic Analysis: Macroeconomics	Aim for a B or higher. Access resources for additional academic success (TLC, tutoring)	4
Third term of first-year second-language sequence		Consider applying for the job shadow program	5
MATH 242	Calculus for Business and Social Science II		4
WR 122 or WR 123	College Composition II or College Composition III	Plan to attend the spring career fair to network and learn	4
	Credits		17
	Total Credits		49

Course	Title		Credits	Milestones
Second Year				
Fall				
ACTG 211	Introduction to Accounting I	Aim for a B or higher. Meet an advisor regarding progress toward admission (203 Peterson)	4	
MATH 243	Introduction to Methods of Probability and Statistics	Take a leadership role in club or activity	4	
First term of second-year second-language sequence		Learn to use Duck Connect	4-5	
Social science course that also satisfies a multicultural requirement			4	
	Credits		16-17	
Winter				
ACTG 213	Introduction to Accounting II	Aim for a B or higher. Prepare major application materials	4	
Arts and letters course that also satisfies a multicultural requirement		See Lundquist Peer Educator about informational interviews (LIL 240)	4	

Second term of second-year second-language sequence		Complete a practice interview on interview stream (on Duck Connect)	4-5
General education course in science			4
	Credits		16-17
Spring			
BA 240	Managing Business Information	A 3.00 cumulative and core GPA are required for automatic admission	4
General education courses in arts and letters		Apply for business administrat major within the first week of the term you are completing business premajor requiremer	8
Third term of second-year second-language sequence		Language courses through 203 will be applied toward a Bachelor of Arts. Conduct informational interviews to learn about career options	4-5
	Credits		16-17
	Total Credits		48-51

Course	Title	Credits	Milestones
Third Year			
Fall			
BA 352	If studying abroad, select program and finalize term to attend	4	
FIN 311	Economic Foundations of Competitive Analysis	Explore concentrati and narrow down your choices	4
OBA 330	Update resume and have reviewed by Career Services	4	
	Credits		12
Winter			
FIN 316	Financial Management	Attend career fairs throughout the year	4
MGMT 321	Apply for summer internships	4	
MKTG 311	Marketing Management	Aim to keep cumulative GPA above 3.0 for internships and jobs	4
General education course in arts and letters			4
	Credits		16
Spring			
OBA 340	Utilize networking events and resources	4	
OBA 335	Operations Management	Meet with Lundquist advisor to revise long-term plan to meet academic goals and strategize how to strengthen weak areas for career goals	4
Upper-division business elective courses			8
	Credits		16
	Total Credits		44

Course	Title	Credits	Milestones
Fourth Year			
Fall			
BE 325	Check in with career advisor regarding strategy for job search (LIL 240)	4	

Upper-division business elective courses		Some electives are required to meet 180 credits	8
Elective course			4
	Credits		16
Winter			
BA 453	Business Strategy and Planning	Requires senior standing and completion of all 300-level business core classes. Apply for degree completion through DuckWeb	4
Upper-division business elective courses			8
	Credits		12
Spring			
Upper-division business elective courses		Register for commence ceremony	8
Elective course			4
	Credits		12
	Total Credits		40

Bachelor of Science in Business Administration

Course	Title	Credits	Milestones
First Year			
Fall			
BA 101	Introduction to Business	4	Aim for a B or higher. Review the holistic requirements for admission t the major and establish a plan for developing these traits
MATH 111	College Algebra	4	Beginning math course may change per placement or transfer work. Attend study abroad and club fairs in the first quarter
BA 199	Special Studies: [Topic]	1	Academic Residential Community or FIG seminar
Arts and letters course that also satisfies a multicultural requirement		4	Two years (six terms) of a language can fulfill both Non-business breadth and Global Context requiremer for business major
General education course in social science		4	
	Credits	17	
Winter			
EC 201	Introduction to Economic Analysis: Microeconomics	4	Aim for a B or higher. Use Career Services to write an evidence-based cover letter and resume
MATH 241	Calculus for Business and Social Science I	4	Meet a Lundquist Academic advisor to make a long-term plan
WR 121	College Composition I	4	

General education course in arts and letters			4
	Credits		16
Spring			
EC 202	Introduction to Economic Analysis: Macroeconomics	Aim for a B or higher. Consider applying for the job shadow program	4
MATH 242	Calculus for Business and Social Science II	Plan to attend the spring career fair to network and learn	4
WR 122 or WR 123	College Composition II or College Composition III		4
Arts and letters course that also satisfies a multicultural requirement		Access resources for additional academic success (TLC, tutoring)	4
	Credits		16
	Total Credits		49

Course	Title	Credits	Milestones
Second Year			
Fall			
ACTG 211	Introduction to Accounting I	Aim for a B or higher. Meet an advisor regarding progress toward admission (Peterson 203)	4
MATH 243	Introduction to Methods of Probability and Statistics	Take a leadership role in a club or activity	4
General education course in arts and letters with a global context		Learn to use Duck Connect	4
Course with global context subject matter			4
	Credits		16
Winter			
ACTG 213	Introduction to Accounting II	Aim for a B or higher. Prepare major application materials	4
Elective course		Meet Lundquist Peer Educator about informational interviews (LIL 240)	4
General education courses in science		Complete a practice interview on Interview Stream (Duck Connect)	8
	Credits		16
Spring			
BA 240	Managing Business Information	A 3.00 cumulative and core GPA are required for automatic admission	4
Elective courses		Apply for business administration major within the first week of the term you are completing business premajor requirements	8

General education course in science		Conduct informatior interviews to learn about career options. Submit a Non-Business Breadth/ Global Context proposal for approval	4
	Credits		16
	Total Credits		48

Course	Title	Credits	Milestones
Third Year			
Fall			
BA 352	If studying abroad, select a program and finalize term to attend	4	
MGMT 321	Explore concentrations and narrow down your choices	4	
OBA 330	Update resume and have reviewed by Career Services	4	
	Credits		12
Winter			
FIN 316	Financial Management	Attend career fairs throughout the year	4
MKTG 311	Marketing Management	Apply for summer internships	4
OBA 335	Operations Management	Aim for a cumulative GPA above 3.0 for internships, jobs or graduate school	4
Elective course			4
	Credits		16
Spring			
FIN 311	Economic Foundations of Competitive Analysis	Utilize networking events and resources	4
OBA 340	Meet with Lundquist advisor to revise long-term plan to meet academic goals and strategize how to strengthen weak areas for career goals	4	
Upper-division business elective course			4
Elective course			4
	Credits		16
	Total Credits		44

Course	Title	Credits	Milestones
Fourth Year			
Fall			
BE 325	Check in with career advisor regarding strategy for job search (LIL 240)	4	
Upper-division business elective courses			12
	Credits		16
Winter			
BA 453	Business Strategy and Planning	Requires senior standing and completion of all 300-level business core courses. Apply for degree completion through DuckWeb	4
Upper-division business elective course			4
Course with global context subject matter			4
	Credits		12
Spring			
Upper-division business elective courses		Register for commence ceremony	8
Elective course			4
	Credits		12
	Total Credits		40

- **Master of Business Administration**
- **Master of Science in Finance**
- **Oregon Executive MBA** (p. 11)
- **Master of Science in Sports Product Management** (p. 11)
- **Master of Arts**
- **Master of Science**
- **Doctor of Philosophy**

Graduate Programs

Master of Business Administration

https://business.uoregon.edu/mba

302 Peterson Hall
Lillis Business Complex
541-346-3306
541-346-0073 fax

The Charles H. Lundquist College of Business MBA degree embodies the college's emphasis on interdisciplinary study, experiential learning, research excellence, and a supportive learning environment.

True to this interdisciplinary focus, the MBA curriculum consists of five tracks: advanced strategy and leadership, innovation and entrepreneurship, finance and securities analysis, sports business, and sustainable business practices. Building on a common core of foundational courses in accounting, decision sciences, finance, management, marketing, and operations and business analytics, students choose one of these curricular tracks when applying to the program.

Four of the tracks of the MBA curriculum are aligned with the college's centers—the Lundquist Center for Entrepreneurship, the Cameron Center for Finance and Securities Analysis, the Center for Sustainable Business Practices, and the James H. Warsaw Sports Marketing Center. The centers not only promote research collaboration among faculty members from different departments but they also facilitate student interactions with industry professionals and provide practical, real-world learning opportunities. These include internships, business planning ventures, competitions, and one- or two-term consulting projects in the second year.

Strong faculty involvement and the state-of-the art facilities of the Lillis Business Complex create an ideal learning environment. An emphasis on group work ensures that students get to know one another and their instructors well. In addition, a strong cohort model aids in developing solid working relationships and strong friendships. Finally, students may choose to enhance their international education by studying abroad in the summer on the Engaging Asia tour.

Virtually all MBA students come to the university with work experience; the average is four years. About one-third are women; two thirds hold a nonbusiness bachelor's degree; and one-sixth are international students. The program draws students from across the United States and 12 to 15 countries.

Two years of full-time study are needed to earn the minimum of 76 credits required for the degree. See the website (https://business.uoregon.edu/executive-mba) for more information and admission requirements.

Accelerated Program

The accelerated master's degree program is intensive, allowing outstanding undergraduate majors in business, economics, or students of the science, technology, engineering, and mathematics (STEM) curriculum from an accredited institution to earn an MBA degree in nine or 15 months by taking 15 courses (a minimum of 45 credits) in three or four terms. Applicants should have a strong overall academic record and significant full-time work experience. Students choose one of the five tracks listed above. See the website (https://business.uoregon.edu/mba/degree-programs/accelerated) for more information.

Program Requirements

- Oregon MBA application (https://business.uoregon.edu/mba/admissions) (statement of purpose, two professional recommendations, résumé)
- University of Oregon Graduate School application
- GMAT or GRE scores
- Transcripts
- Proof of English language proficiency (TOEFL, IELTS, PTE scores) for applicants whose native language in not English

Master of Science in Finance

302G Peterson Hall
Lillis Business Complex
541-346-8925
msfinfo@uoregon.edu

The master of science in finance is a 12-month degree program with an emphasis on valuation and asset management designed for students who recently graduated with majors in science, technology, engineering, mathematics, business, economics, or equivalent subjects.

The curriculum is designed to provide students with insights from the most advanced theoretical and empirical research in finance while attending quarterly professional development seminars. Through the UO's 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.

Program Requirements

The program requires an undergraduate degree in science, technology, engineering, mathematics, business, economics, or equivalent subjects. Applications are evaluated holistically; this includes the essay, recommendations, and list of experience—not merely test scores and grades.

The following accomplishments fit the profile for a typical master of finance student:

- GMAT score of 620, GRE score of 310 (not the minimum requirements)
- grade point average of 3.20 on a four-point scale (not the minimum requirement)
- a four-year undergraduate degree

Course Requirements

Students complete the program in 12 months (four terms). The curriculum consists of six core courses plus electives, totaling a minimum of 45 credits. The plan of study for the electives is determined by the student and the program director.

Visit the college's master of science in finance website (https://business.uoregon.edu/ms-finance) for more information.

Oregon Executive MBA

109 NW Naito Parkway
Portland, Oregon 97209
503-412-3777
oemba@uoregon.edu (oemba@oemba.uoregon.edu)

The University of Oregon offers the two-year Oregon Executive Master of Business Administration (OEMBA) Program for employed mid- to senior-level executives. Classes are held in Portland every other week. In addition to meeting standard admission criteria, applicants to this program must have substantial managerial experience and corporate sponsorship. Courses are open only to students who apply and are admitted to this program. For more information, visit the website (https://

business.uoregon.edu/executive-mba). For admission criteria and deadlines, visit the admissions website (https://business.uoregon.edu/mba/admissions).

Master of Science in Sports Product Management

109 NW Naito Parkway
Portland, Oregon 97209
503-412-3777
uospm@uoregon.edu

The degree program leading to a master of science in sports product management is designed for experienced professionals looking to advance their careers by learning about the design and manufacture of sports-related products. Students learn from leading industry professionals in the sports and outdoor product industry, while instructors and guest speakers bring a wealth of real-world experience to the classroom. A 50-member advisory board of senior industry executives continually shape the content and direction of the program to align with industry needs. The curriculum is available online or full-time. For more information, visit the website (https://business.uoregon.edu/spm/masters). For admission criteria and deadlines, visit the admissions website (https://business.uoregon.edu/spm/apply).

Master of Science or Master of Arts

The master of arts (MA) degree in finance, management, marketing, and operations and business analytics and the master of science (MS) degree in management, marketing, and operations and business analytics are awarded exclusively to students who are enrolled in a PhD program. The MA degree requires competence in a second language. The requirements are as follows:

1. Completion of the AACSB International core areas as specified by the department in the Graduate School of Management in which the majority of specialization takes place. For students without academic preparation in business, completion of the common body of business knowledge usually amounts to satisfying the MBA core courses. The manner in which this requirement is satisfied is determined by the student in consultation with his or her program committee and subject to approval
2. Completion of a minimum of 45 graduate credits beyond the MBA core courses. These should include the following:
   a. A minimum of 18 credits of course work in the primary area of specialization. A majority of this work should be taken in the college. However, specialization is defined by a subject of study and is not limited to courses offered by one department or by the Graduate School of Management
   b. A minimum of 12 credits of course work in a secondary area of study either in the Graduate School of Management or in a related field
   c. A maximum of 15 credits in electives. A maximum of 9 credits of Thesis (503) can be taken at the option of the student and the program committee. For students choosing to complete a thesis, the number of credits taken for the thesis is deducted from the required number of elective credits
   d. A minimum of 27 graduate credits taken in the Graduate School of Management
3. Approval of the proposed program of study by a program committee of at least two faculty members. At least one faculty member must be from the department in which the majority of specialization courses are taken:
   a. The composition of the program committee must be approved by the director of doctoral programs
   b. An approved program of study must be submitted before any courses beyond the common body of business knowledge can be taken
4. If a thesis is undertaken, approval is required by a thesis committee of at least two faculty members. At least one faculty member must be from the department in which the majority of specialization courses is taken
   a. The composition of the thesis committee must be approved by the director of doctoral programs. The thesis committee may have different members than the program committee
   b. A thesis proposal must be approved in writing by all members of the thesis committee and submitted to the assistant dean for graduate programs before substantial work is undertaken on the thesis
   c. In case of disagreement between thesis committee members over the acceptability of the thesis, the issue is resolved by an ad hoc committee of at least three faculty members appointed by the head of the department in which the majority of specialization courses has been taken
5. **Computer Competence**. Details of this requirement appear under **Undergraduate Programs**

Doctoral Programs

Eren B. Çil, Program Coordinator
483 Lillis
541-346-8252

The emphasis of the PhD in operations and business analytics is on supply-chain coordination and risk management, operations-marketing interface and retail operations, sustainable operations and supply-chain management, service operations, strategic pricing, and revenue management.

The student's program must satisfy the requirements of the Graduate School and the following requirements of the Lundquist College of Business.

The doctoral program typically requires four years of postmaster's degree work while in residence on the Eugene campus.

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

PhD Degree Requirements

Code	Title	Credits
Core Courses [1]		
Three econometrics and advanced statistics-probability courses		
Four optimization method courses		
Three foundations of economic analysis courses		
Two advanced mathematical tool courses		
Supporting Courses		
Four courses from among accounting, finance, marketing, statistics, operations management, microeconomics, and linear algebra [2]		

[1] Students are required to take at least twelve core courses passed with grades of B– or better; none of these courses may be taken pass/no pass. They may be taken outside the Lundquist College subject to the approval of the faculty advisor. At least eight courses must be completed at the UO after admission to the doctoral program.

[2] Courses must be passed with a grade of mid-B or better. At least two courses must be completed at the UO after admission to the doctoral program.

Advancement to Candidacy

Students are advanced to candidacy for the PhD degree after satisfying the preceding requirements and upon recommendation by their advisory committee to the Lundquist College of Business and to the Graduate School. Advancement must occur no later than three years after the student's entry into the doctoral program.

Examinations

Students must pass one written comprehensive examination in their primary area. Examinations are graded high pass, pass, or no pass. For examinations given in separate and predesignated parts, the grade may apply to each subpart. All grades are outright; a conditional pass is not permitted.

In the event of failure, a student may be allowed to retake a comprehensive examination or predesignated subpart one time, at the discretion of the department in which the student is majoring. Typically, the examination or predesignated subpart should be retaken during the term following the initial attempt, but it may be taken no sooner than two months after the initial attempt. Failure to pass the comprehensive examination or a subpart on the second attempt results in automatic termination from the PhD program.

Dissertation

The student must complete a dissertation embodying the results of research and showing evidence of originality and ability in independent investigation. The dissertation must show mastery of the literature and techniques, be written in creditable literary form, and make a contribution to knowledge.

The student is responsible for formation of a dissertation committee, subject to approval by the Lundquist College of Business and the Graduate School of the university. This committee includes at least three regular faculty members of the college and at least one member from outside the college. The chair of the committee serves as the student's primary dissertation advisor. Before the dissertation topic is accepted by the dissertation committee, the student makes a public oral presentation and defense of the research proposal and design. When the topic is accepted by the committee, a copy of the proposal, signed as approved by the committee, is placed in the candidate's file.

The dissertation must be completed within four years of the student's advancement to candidacy. Upon petition to and approval by the PhD program committee and the Graduate School, this period may be extended for one year. Failure to complete the dissertation within this time period invalidates the student's comprehensive examinations and advancement to candidacy. The student must successfully defend the completed dissertation in a public oral examination and defense before the dissertation committee.

Grade Point Average (GPA)

The student must maintain a cumulative GPA of 3.00 or higher in graduate courses.

Termination from Program

A student's participation in the PhD program may be terminated under one or more of the following conditions:

- failure to make satisfactory progress toward advancement to candidacy
- a GPA below 3.00 for two consecutive terms
- failure to complete a dissertation within four years after advancement to candidacy

The decision to terminate will be made by the director of the PhD program after consultation with the PhD coordinator and faculty members of the department in which the student is majoring.

A student dropped from the program is notified in writing, with reasons for termination clearly explained, and a copy of the letter is placed in the student's file. The student has the right to appeal the termination decision by submitting a petition to the senior associate dean for academic affairs.

Waivers

Waiver of any of the above requirements is permitted only in exceptional instances and with the approval of the candidate's program committee, the PhD program committee, and the director of PhD programs. Under no circumstances can requirements of the Graduate School be waived by the Lundquist College of Business.

Certificate in Global Business

Lundquist College of Business students may earn a certificate in global business; study abroad is highly recommended. In addition, two years of college-level language study or completion of a preapproved study-abroad or international internship program is required. For more information, visit the website (https://business.uoregon.edu/ug/certificates/global-business).

Code	Title	Credits
BA 101	Introduction to Business	4
BA 199	Special Studies: [Topic] (Global Perspectives in Business)	4
MGMT 420	Managing in a Global Economy	4
MKTG 470	International Marketing	4
Area Study, Global Systems, and Cross-Cultural Competencies [1]		20
BA 361	Cross-Cultural Business Communication	
BA 365	Cross-Cultural Negotiation	
FIN 463	International Finance	
MGMT 417	Negotiation Strategies	
Total Credits		36

[1] Other courses may be substituted in consultation with an advisor.

Courses

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

OBA 311. Business Analytics I. 4 Credits.
Explores standard protocols for describing and modeling business information and processes; techniques for designing management information systems; criteria for analyzing firms' implementations of information technology. Students cannot receive credit for both OBA 311 and OBA 311H. Sophomore standing required.
Prereq: C- or better in BA 101, BA 240, EC 201, MATH 241, MATH 243, WR 121.

OBA 311H. Business Analytics I. 4 Credits.
Explores standard protocols for describing and modeling business information and processes; techniques for designing management information systems; criteria for analyzing firms' implementations of information technology. Students cannot receive credit for both OBA 311 and OBA 311H. Sophomore standing required.
Prereq: C- or better in BA 101, BA 240, EC 201, MATH 241, MATH 243, WR 121. Open only to students in the LCB honors program.

OBA 312. Business Analytics II. 4 Credits.
Computer-aided business applications of hypothesis testing, simple linear regression. Introduction to multiple regression and nonparametric techniques. Blocked and completely randomized one- and two-factor experimental designs. Students cannot receive credit for both OBA 312 and OBA 312H. Sophomore standing required.
Prereq: C- or better in BA 101, BA 240, EC 201, MATH 241, MATH 243, WR 121.

OBA 312H. Business Analytics II. 4 Credits.
Computer-aided business applications of hypothesis testing, simple linear regression. Introduction to multiple regression and nonparametric techniques. Blocked and completely randomized one- and two-factor experimental designs. Students cannot receive credit for both OBA 312 and OBA 312H.
Prereq: Open only to students in the LCB honors program. C# or better in BA 101, BA 240, EC 201, WR 121, MATH 241, and MATH 243.

OBA 335. Operations Management. 4 Credits.
Concepts and applications of operations management. Use of information technology in operations. Topics include forecasting, quality, supply chain management, information systems in operations management, and planning and scheduling. Students cannot receive credit for both OBA 335 and OBA 335H.
Prereq: C- or better in BA 101, BA 240, EC 201, MATH 241, MATH 243, WR 121.

OBA 335H. Operations Management. 4 Credits.
Concepts and applications of operations management. Use of information technology in operations. Topics include forecasting, quality, supply chain management, information systems in operations management, and planning and scheduling. Students cannot receive credit for both OBA 335 and OBA 335H. Sophomore standing required.
Prereq: BA 101, BA 240, EC 201, MATH 241, MATH 243. Open only to students in the LCB honors program.

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

OBA 403. Thesis. 1-6 Credits.
Repeatable.

OBA 405. Reading and Conference: [Topic]. 1-3 Credits.
Repeatable.

OBA 406. Special Problems: [Topic]. 1-4 Credits.
Repeatable.

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

OBA 409. Practicum: [Topic]. 1-6 Credits.
Repeatable.

OBA 410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable when the topic changes. Recent topics include Service Operations, Business Analytics, Analyzing Big Data.
Prereq: OBA 311/OBA 311H/340/340H, and OBA 312/OBA 312H/330/330H, and OBA 335/OBA 335H

OBA 433. Information Analysis for Managerial Decisions. 4 Credits.
Leveraging information to manage risk and improve decisions; data-driven approaches for discovering business trends and strategic opportunities, including techniques for data-mining and analyzing empirical data.
Prereq: OBA 330.

OBA 444. Business Database Management Systems. 4 Credits.
Techniques for structuring and storing business data; primary focus on relational database theory, with applied skills for business users, including data warehouses, reporting, and normalization.
Prereq: OBA 340 or OBA 340H.

OBA 466. Project and Operations Management Models. 4 Credits.
Frameworks and solutions for managing complex projects and operations; implementing optimal strategies for producing profitable new products and services in the competitive global business environment.
Prereq: OBA 335 or 335H.

OBA 477. Supply-Chain Operations and Information. 4 Credits.
Strategic and tactical issues pertaining to the distribution and delivery of products and services. Methodologies and systems for designing, tracking, and managing complex global operations.
Prereq: OBA 335 or 335H.

OBA 488. E-Business. 4 Credits.
Fundamental principles of electronic business; effect of e-business on business strategies, processes, customers, and suppliers; assessing the impact of e-business technologies on firm performance.
Prereq: OBA 340/311 or 340/311H or CIT 382.

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

OBA 510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable when the topic changes. Recent topics include Service Operations, Business Analytics, Analyzing Big Data.

OBA 533. Information Analysis for Managerial Decisions. 4 Credits.
Leveraging information to manage risk and improve decisions; data-driven approaches for discovering business trends and strategic opportunities, including techniques for data-mining and analyzing empirical data.
Prereq: all MBA core courses.

OBA 544. Business Database Management Systems. 4 Credits.
Techniques for structuring and storing business data; primary focus on relational database theory, with applied skills for business users, including data warehouses, reporting, and normalization.
Prereq: all MBA core courses.

OBA 566. Project and Operations Management Models. 4 Credits.
Frameworks and solutions for managing complex projects and operations; implementing optimal strategies for producing profitable new products and services in the competitive global business environment.
Prereq: all MBA core courses.

OBA 577. Supply-Chain Operations and Information. 4 Credits.
Strategic and tactical issues pertaining to the distribution and delivery of products and services. Methodologies and systems for designing, tracking, and managing complex global operations.
Prereq: all MBA core courses.

OBA 588. E-Business. 4 Credits.
Fundamental principles of electronic business; effect of e-business on business strategies, processes, customers, and suppliers; assessing the impact of e-business technologies on firm performance.
Prereq: all MBA core courses.

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

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

OBA 605. Reading and Conference: [Topic]. 1-3 Credits.
Repeatable.

OBA 607. Seminar: [Topic]. 1-3 Credits.
Repeatable.

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

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

OBA 610. Experimental Course: [Topic]. 1-5 Credits.
Repeatable when the topic changes.

OBA 612. Quantitative Methods for Managers. 3 Credits.
Concepts and techniques of analytic decision making, sampling and statistical inference, and regression analysis.

OBA 613. Operations Management. 3 Credits.
Overview of the managerial issues associated with production and delivery of goods and services. Includes the use of quantitative modeling and several case studies in operations.