Business Administration

The Lundquist College of Business offers BS and BA degrees in business administration. All students who are successfully admitted to the major will complete a set of ten upper-division core courses and seven additional electives. Business administration majors can choose to pursue a general business degree or select to concentrate in one of five areas: entrepreneurship, finance, marketing, operations and business analytics, and sports business.

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**

Business Administration Requirements

Code	Title	Credits
Seven business courses from at least three business departments [1]		
General-education requirements		54
Non-business 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 interrelated and coherent set consistent with 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.

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 311	Managing People in Organizations	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.

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. Spreadsheet Analysis and Visualization. 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.

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 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 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: C- or better in BA 101; WR 122 or WR 123.

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 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.

BA 713. Data and Business Decisions. 3 Credits.
Integrates statistical tools for analyzing business data and covers process analysis, data collection, regression, statistical control, and forecasting.

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

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 721. Business Writing. 1 Credit.
Reviews the theory and practice of writing effectively for U.S. and international business audiences, addressing the use of rhetorical, cultural, and organizational analysis to create persuasive business documents.

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. Business 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 732. Technology and Innovation Management. 3 Credits.
Exposes students to the dynamics of industries driven by technological innovation, and focuses on thinking strategically about technological innovation and new product development and deployment.

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.