Business Administration (BA/BS)

For more information, contact lcb.undergrad@uoregon.edu.

Students majoring in business administration learn to build their ideas into a small business—or a small business empire. Lead a Fortune 500 company. Market an NFL franchise. Realize financial goals. Take Wall Street (or Main Street) by storm. The Lundquist College of Business (https://business.uoregon.edu/) at the University of Oregon can take students where they want to go. Lundquist students are part of an intelligently informal community of thinkers and doers who are serious, determined, focused, and hands-on.

A degree in business administration is just part of the story. Students can pursue a general business focus or choose a concentration (http://catalog.uoregon.edu/archive/2023-2024/coll-business/ug-conc/) in accounting, entrepreneurship, finance, marketing, operations and business analytics, or sports business. They can also minor (https://business.uoregon.edu/ug/minors/business-administration/) in business administration, entrepreneurship, sports business, or sustainable business. No matter which degree or concentration is chosen, the Lundquist College of Business provides a collaborative environment where students find ample opportunities to try out real-world projects and scenarios, giving them career experience before they even graduate.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Be creative and analytical problem solvers.
- Be effective communicators.
- Effectively work in a multi-cultural professional environment.
- Be skilled in leading and working successfully in diverse teams.
- Identify and evaluate the ethical, legal and sustainability implications of business decisions.
- Demonstrate proficiency in fundamental and concentration-specific business knowledge.

Pre-Major Requirements

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).

All courses must be taken for letter grades and passed with grades of C- or better.

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	Spreadsheet Analysis and Visualization	4
MATH 241	Calculus for Business and Social Science I	4
STAT 243Z	Elementary Statistics I	4
College Compositions [2]		
WR 121Z	Composition I	4
or HC 101H	Liberal Arts: [Topic]	
WR 122Z	Composition II	4
or WR 123	College Composition III	
or HC 221H	Arts and Letters Inquiry: [Topic]	
Total Credits		**40**

1 A 3.00 cumulative GPA (including both UO and transfer coursework) 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.

Business Administration Major Requirements

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

Code	Title	Credits
Upper-Division Core		
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
Business Administration Requirements		
Seven upper-division business courses from at least two business departments [1]		28
Accounting		
ACTG 340	Accounting for Entrepreneurs	
ACTG 350	Intermediate Accounting I	
ACTG 351	Intermediate Accounting II	
ACTG 352	Intermediate Accounting III	
ACTG 360	Cost Accounting	
ACTG 410	Experimental Course: [Topic]	
ACTG 440	Auditing	
ACTG 450	Advanced Financial Accounting	
ACTG 460	Government & Not for Profit Accounting	
ACTG 470	Federal Taxation	

ACTG 480	Accounting Data Analytics I
Finance	
FIN 380	Financial Markets and Investments
FIN 462	Derivative Markets and Financial Institutions
FIN 463	International Finance
FIN 464	Commercial Banking
FIN 473	Financial Analysis and Valuation
Management	
MGMT 335	Launching New Ventures
MGMT 410	Experimental Course: [Topic]
MGMT 415	Human Resources Management
MGMT 416	Organizational Development and Change Management
MGMT 417	Negotiation Strategies
MGMT 420	Managing in a Global Economy
MGMT 422	Sustainable Business Strategy and Implementation
MGMT 443	Life Cycle Assessment
MGMT 455	Implementing Entrepreneurial Strategies
Marketing	
MKTG 390	Marketing Research
MKTG 410	Experimental Course: [Topic]
MKTG 415	Marketing Analytics
MKTG 420	Marketing Communications
MKTG 435	Consumer Behavior
MKTG 445	Entrepreneurial Marketing
MKTG 470	International Marketing
MKTG 490	Marketing Strategy
SBUS 410	Experimental Course: [Topic]
SBUS 450	Sports Marketing
SBUS 452	Sports Sponsorship
SBUS 453	Law and Sports Business
SBUS 455	Financing Sports Business
SBUS 456	Sports Brand Management
Operations & Business Analytics	
OBA 410	Experimental Course: [Topic]
OBA 444	Business Database Management Systems
OBA 455	Data Driven Predictive Modeling
OBA 466	Project and Operations Management Models
OBA 477	Supply-Chain Operations and Information
Global Context Requirement [2]	9
Total Credits	**77**

[1] Four of the courses may be taken in one concentration (http://catalog.uoregon.edu/archive/2023-2024/coll-business/ug-conc/) area. Concentrations are optional and do not appear on UO academic transcripts or diplomas.

[2] Global Context requires that students take three courses that focus on the culture of a country other than their native countries. All three courses should focus on the same country and be at least three credits each. (Students wishing to study a region should obtain advisor approval.) Foreign language courses must be at least 200-level or higher. Alternatively, students who study abroad or intern for credit in one country for six weeks or more may have the Global Context requirement waived with the approval of an academic advisor. Plans should be submitted to 203 Peterson for approval.

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	4
BA 199	Special Studies: [Topic]	1
Academic Residential Community or FIG seminar		
MATH 111Z	Precalculus I: Functions	4
First term of first-year second-language sequence		5
	Credits	**14**
Winter		
EC 201	Introduction to Economic Analysis: Microeconomics	4
Second term of first-year second-language sequence		5
MATH 241	Calculus for Business and Social Science I	4
WR 121Z	Composition I	4
	Credits	**17**
Spring		
EC 202	Introduction to Economic Analysis: Macroeconomics	4
Third term of first-year second-language sequence		5
WR 122Z	Composition II	4
Elective		4
	Credits	**17**
	Total Credits	**48**

Course	Title	Credits Milestones
Second Year		
Fall		
ACTG 211	Introduction to Accounting I	4
STAT 243Z	Elementary Statistics I	4
First term of second-year second-language sequence		4-5
Social science course that also satisfies a cultural literacy requirement		4
	Credits	**16-17**

Winter			
ACTG 213	Introduction to Accounting II	Apply to the College of Business	4
BA 240	Spreadsheet Analysis and Visualization		4
Arts and Letters course that also satisfies a cultural literacy requirement			4
Second term of second-year second-language sequence			4-5
	Credits		**16-17**
Spring			
BA 308	Leadership and Communication		4
Arts and Letters course			4
Science course			4
Third term of second-year second-language sequence			4-5
	Credits		**16-17**
	Total Credits		**48-51**

Course	Title	Credits	Milestones
Third Year			
Fall			
FIN 311	Economic Foundations of Competitive Analysis	4	
OBA 311	Business Analytics I	4	
Arts and Letters course		4	
	Credits	**12**	
Winter			
FIN 316	Financial Management	4	
MKTG 311	Marketing Management	4	
MGMT 311	Managing People in Organizations	4	
Arts and Letters course		4	
	Credits	**16**	
Spring			
OBA 335	Operations Management	4	
OBA 312	Business Analytics II	4	
Upper-division business elective		4	
Elective		4	
	Credits	**16**	
	Total Credits	**44**	

Course	Title	Credits	Milestones
Fourth Year			
Fall			
BA 325	Business Law and Ethics	4	
Upper-division business elective		4	
Upper-division business elective		4	
Elective course		4	
	Credits	**16**	
Winter			
BA 453	Business Strategy and Planning	4	Apply for graduation
Upper-division business elective		4	
Upper-division business elective		4	
	Credits	**12**	
Spring			
Upper-division business elective		4	Register for commence
Upper-division business elective		4	
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	
MATH 111Z	Precalculus I: Functions	4	
Arts and letters course that also satisfies a cultural literacy requirement		4	
Social science course		4	
	Credits	**16**	
Winter			
EC 201	Introduction to Economic Analysis: Microeconomics	4	
MATH 241	Calculus for Business and Social Science I	4	
WR 121Z	Composition I	4	
Arts and Letters course		4	
	Credits	**16**	
Spring			
EC 202	Introduction to Economic Analysis: Macroeconomics	4	
WR 122Z	Composition II	4	
Arts and letters course that also satisfies a cultural literacy I requirement		4	
Elective		4	
	Credits	**16**	
	Total Credits	**48**	

Course	Title	Credits	Milestones
Second Year			
Fall			
ACTG 211	Introduction to Accounting I	4	
STAT 243Z	Elementary Statistics I	4	
Arts and Letters that also satisfies Global Context		4	
Global context course		4	
	Credits	**16**	
Winter			
ACTG 213	Introduction to Accounting II	4	
BA 240	Spreadsheet Analysis and Visualization	4	
Science course		4	

Elective course		4
	Credits	**16**
Spring		
BA 308	Leadership and Communication	4
OBA 311	Business Analytics I	4
Science course		4
Elective		4
	Credits	**16**
	Total Credits	**48**

Course	Title	Credits	Milestones
Third Year			
Fall			
MGMT 311	Managing People in Organizations	4	
OBA 312	Business Analytics II	4	
Science course		4	
	Credits	**12**	
Winter			
FIN 316	Financial Management	4	
MKTG 311	Marketing Management	4	
OBA 335	Operations Management	4	
Elective course		4	
	Credits	**16**	
Spring			
FIN 311	Economic Foundations of Competitive Analysis	4	
Upper-division business elective		4	
Science course		4	
Elective		4	
	Credits	**16**	
	Total Credits	**44**	

Course	Title	Credits	Milestones
Fourth Year			
Fall			
BA 325	Business Law and Ethics	4	
Upper-division business elective		4	
Upper-division business elective		4	
Upper-division business elective		4	
	Credits	**16**	
Winter			
BA 453	Business Strategy and Planning	4	Apply for graduation
Upper-division business elective		4	
Global context course		4	
	Credits	**12**	
Spring			
Upper-division business elective		4	Register for commence
Upper-division business elective		4	
Elective course		4	
	Credits	**12**	
	Total Credits	**40**	