Charles H. Lundquist College of Business

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The Lundquist College of Business is an integral part of the University of Oregon, a comprehensive public research university committed to innovative teaching, discovery, and service. The college's mission is to

- Provide outstanding undergraduate education that combines a strong foundation in the liberal arts, excellence in traditional business disciplines, and experiential opportunities drawing on the strength of Oregon's distinctive qualities.
- Support economic development by offering master's programs associated with signature centers derived from Oregon's distinctive qualities, and by providing expert services to the Oregon community and beyond.
- Contribute to the advancement of business knowledge through scholarship and doctoral programs in accordance with the research mission of the university.

The Lundquist College of Business is a top-tier business school with a unique mission and vision that draws strength from its links to the Pacific Rim and the distinctive qualities of Oregon culture: innovation, sustainability, active lifestyles, and financial stewardship.

The Lundquist College is housed in the Lillis Business Complex, a striking state-of-the-art educational facility that is home to more than 200 faculty and staff members. The college enrolls more than 5,000 full-time undergraduate and graduate students and offers undergraduate degree programs in business administration and accounting, as well as MBA, Executive MBA, Master of Science in Sports Product Management, Master of Accounting, Master of Science in Finance, and PhD graduate programs.

These degree programs are supported by the School of Accounting and four departments in finance, management, marketing, and operations and business analytics. In addition, an important innovation in the college's approach to business education are the four centers of excellence (Center for Sustainable Business Practices, Warsaw Sports Center, Lundquist Center for Entrepreneurship, and Cameron Center for Finance and Securities Analysis) that advance a "learning by doing" approach to business education. The centers originate connections to industry that provide students with collaborative learning opportunities addressing real-time business issues and challenges.

The college is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the highest accreditation standard for business schools internationally. Only 6 percent of the world's business schools are AACSB accredited and less than 2 percent are accredited in both business and accounting.

Majors - Bachelor's Degree

- Accounting (BA/BS) (https://catalog.uoregon.edu/coll-business/ug-accounting/)
- Business Administration (BA/BS) (https://catalog.uoregon.edu/coll-business/ug-business-admin/)

Concentrations for Accounting and Business Administration

- Accounting (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/#accountingtext) (Business Administration major only)
- Entrepreneurship (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/#entrepreneurshiptext)
- Finance (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/#financetext)
- Marketing (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/#marketingtext)
- Operations and Business Analytics (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/#operationsbusinessanalyticstext)
- Sports Business (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/#sportsbusinesstext)

Minors

- Business Administration (https://catalog.uoregon.edu/coll-business/min-business-admin/)
- Entrepreneurship (https://catalog.uoregon.edu/coll-business/min-entrepreneurship/)
- Sports Business (https://catalog.uoregon.edu/coll-business/min-sports-business/)
- Sustainable Business (https://catalog.uoregon.edu/coll-business/min-sustain-business/)

Certificate

- Global Business (https://catalog.uoregon.edu/coll-business/cert-global-business/)

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

- **Coursework** of 75 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 add to the breadth and depth of the student body. 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.

Pre-Major Requirements

For guaranteed admission to the major, students must obtain at least a 3.0 cumulative GPA (including both UO and transfer coursework) and pass all pre-business core classes with a minimum core GPA of 3.00. All pre-major requirements must be taken for a letter grade and passed with a C- or better for admission to the major. BA 240 and AP or IB coursework is acceptable with a grade of P*. The university limits retaking of courses in which a P or mid-C or better is earned. The university also limits attempting a course to a maximum of 3 attempts (including marks of W,N,F,D, C-); a petition is required for an exception. When repeating a core course, only the most recent grade is used in calculating the pre-business core GPA.

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		
BA 101Z	Introduction to Business	4
BA 211Z	Principles of Financial Accounting	4
BA 213Z	Principles of Managerial Accounting	4
EC 201Z	Principles of Microeconomics	4
EC 202Z	Principles of Macroeconomics	4
Additional Courses		
BA 169Z	Data Analysis Using Microsoft Excel	4
MATH 241	Calculus for Business and Social Science I	4
or MATH 251Z	Differential Calculus	
STAT 243Z	Elementary Statistics I	4
College Compositions		
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**

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

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 pre-majors. 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 was awarded a degree in a major in a substantially similar discipline may not be able to earn enough credits to complete a second bachelor’s degree in business administration or accounting at the University of Oregon. Talk with an advisor in the Lundquist College of Business if you are concerned this may pertain to you. Second-degree candidates must meet the same admission requirements and follow the same application process described.

Students retain business pre-major status until admission requirements are completed or waived because of completed coursework. 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. Only admitted majors in the Lundquist College of Business may enroll in all other 300- and 400-level business courses.

Majors - Master's Degree

- Accounting (MActg) (https://catalog.uoregon.edu/coll-business/mactg-accounting/)
- Finance (MS) (https://catalog.uoregon.edu/coll-business/ms-finance/)
- General Business (MBA) (https://catalog.uoregon.edu/coll-business/mba-general-business/)
- General Business Executive (MBA) (https://catalog.uoregon.edu/coll-business/mba-general-business-executive/)
- Management (MS) (https://catalog.uoregon.edu/coll-business/ms-management/)
- Sports Product Management (MS) (https://catalog.uoregon.edu/coll-business/ms-sports-product-mgmt/)

Specializations for General Business (MBA)

- Advanced Strategy and Leadership (https://catalog.uoregon.edu/coll-business/mba-general-business/#spec-adsl)
- Finance and Securities Analysis (https://catalog.uoregon.edu/coll-business/mba-general-business/#spec-fisa)
- Innovation and Entrepreneurship (https://catalog.uoregon.edu/coll-business/mba-general-business/#spec-inen)
- Sports Business (https://catalog.uoregon.edu/coll-business/mba-general-business/#spec-spbu)
- Sustainable Business Practices (https://catalog.uoregon.edu/coll-business/mba-general-business/#spec-sbp)

Specializations for Accounting (MActg)

- Accounting and Data Analytics (https://catalog.uoregon.edu/coll-business/mactg-accounting/#acda)
- Audit and Financial Reporting (https://catalog.uoregon.edu/coll-business/mactg-accounting/#afrp)
- Taxation (https://catalog.uoregon.edu/coll-business/mactg-accounting/#taxs)

Majors - Doctoral Degree (PhD)

- Accounting (https://catalog.uoregon.edu/coll-business/phd-accounting/)
- Finance (https://catalog.uoregon.edu/coll-business/phd-finance/)
- Management (https://catalog.uoregon.edu/coll-business/phd-management/)
- Marketing (https://catalog.uoregon.edu/coll-business/phd-marketing/)
- Operations and Business Analytics (https://catalog.uoregon.edu/coll-business/phd-operations-bus-analytics/)