Business Administration (BA/BS)

http://business.uoregon.edu/ug/majors/business-administration (http://business.uoregon.edu/ug/majors/business-administration/)

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

Get ready to make a difference. 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 (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/) in accounting, entrepreneurship, finance, marketing, operations and business analytics, or sports 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

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**

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 322	Fundamentals of Sustainable Business	4
BA 325	Business Law and Ethics	4
BA 453	Business Strategy and Planning	4
FIN 311	Economic Foundations of Competitive Analysis	4
or EC 311	Intermediate Microeconomic Theory	
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, 2]		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 410	Experimental Course: [Topic]	
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	
MGMT 460	Lean Launchpad Entrepreneurship	
MGMT 461	Business of Food	
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 465	Digital Marketing	
MKTG 468	Marketing, Sustainability, and Ethics	
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 465	Sports Analytics	
OBA 466	Project and Operations Management Models	
OBA 477	Supply-Chain Operations and Information	
General Business [2]		
BA 361	Cross-Cultural Business Communication	
or BA 365	Cross-Cultural Negotiation	
Cultural Awareness Requirement [3]		**4**
ANTH 209	Business Anthropology	
BA 252	Global Perspectives in Business	
BA 361	Cross-Cultural Business Communication	
BA 365	Cross-Cultural Negotiation	
GLBL 102	Foundations for Intercultural Competence	
MGMT 420	Managing in a Global Economy	
Total Credits		**76**

1 It is possible to select business upper division elective courses in such a way to earn a concentration. Concentrations are available in accounting, entrepreneurship, finance, marketing, operations and business analytics, and sports business. For students completing a concentration, four of their seven business electives are met by the concentration courses, and they must complete three more electives. If their concentration courses are all from one department, at least one of their three remaining electives must be from a business department other than their concentration department (Marketing and Sports Business are considered the same department). Concentrations are optional and do not appear on the UO academic transcript or diploma.

2 BA courses count as one of the seven electives, but do not count toward the two-department requirement.

3 Cultural Awareness for Business Decisions requires students take one course (4 credits) that helps them develop a deeper sensitivity to cultural differences and an understanding of how such differences can impact interactions and relationships in a business setting. Students who study abroad or intern for credit in one country for six weeks or more may have the Cultural Awareness requirement waived with the approval of an academic advisor. Students will not be able to apply courses to the upper-division elective requirement and the Cultural Awareness requirement.

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.

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 101Z	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 1st-year second-language sequence		5
	Credits	**14**
Winter		
EC 201Z	Principles of Microeconomics	4
Second term of 1st-year second-language sequence		5
MATH 241	Calculus for Business and Social Science I	4

WR 121Z	Composition I	4
	Credits	**17**
Spring		
EC 202Z	Principles of Macroeconomics	4
Third term of 1st-year second-language sequence		5
WR 122Z	Composition II	4
Elective course		4
	Credits	**17**
Second Year		
Fall		
BA 211Z	Principles of Financial Accounting	4
STAT 243Z	Elementary Statistics I	4
First term of 2nd-year second-language sequence		4-5
Core-education course in social science that also satisfies a cultural literacy requirement		4
	Credits	**16-17**
Winter		
BA 213Z	Principles of Managerial Accounting	4
BA 169Z	Data Analysis Using Microsoft Excel	4
Core-education course in arts and letters that also satisfies a cultural literacy requirement		4
Second term of 2nd-year second-language sequence		4-5
	Credits	**16-17**
Spring		
BA 308	Leadership and Communication	4
Core-education course in arts and letters		4
Core-education course in science		4
Third term of 2nd-year second-language sequence		4-5
	Credits	**16-17**
Third Year		
Fall		
FIN 311	Economic Foundations of Competitive Analysis	4
OBA 311	Business Analytics I	4
Core-education course in arts and letters		4
	Credits	**12**
Winter		
FIN 316	Financial Management	4
MKTG 311	Marketing Management	4
MGMT 311	Managing People in Organizations	4
Core-education course in arts and letters		4
	Credits	**16**
Spring		
OBA 335	Operations Management	4
OBA 312	Business Analytics II	4
Upper-division business elective		4
Cultural Awareness for Business Decisions course		4
	Credits	**16**
Fourth Year		
Fall		
BA 325	Business Law and Ethics	4
BA 322	Fundamentals of Sustainable Business	4
Upper-division business elective courses		8
	Credits	**16**
Winter		
BA 453	Business Strategy and Planning	Apply for graduation 4
Upper-division business elective courses		8
	Credits	**12**
Spring		
Upper-division business elective courses		Register for commencement 8
Elective course		4
	Credits	**12**
	Total Credits	**180-183**

Bachelor of Science in Business Administration

Course	Title	Credits Milestones
First Year		
Fall		
BA 101Z	Introduction to Business	4
MATH 111Z	Precalculus I: Functions	4
Core-education course in arts and letters that also satisfies a cultural literacy requirement		4
Core-education course in social science		4
	Credits	**16**
Winter		
EC 201Z	Principles of Microeconomics	4
MATH 241	Calculus for Business and Social Science I	4
WR 121Z	Composition I	4
Core-education course in arts and letters		4
	Credits	**16**
Spring		
EC 202Z	Principles of Macroeconomics	4
WR 122Z	Composition II	4
Core-education course in arts and letters that also satisfies a cultural literacy requirement		4
Elective course		4
	Credits	**16**
Second Year		
Fall		
BA 211Z	Principles of Financial Accounting	4
STAT 243Z	Elementary Statistics I	4
Core-education course in arts and letters		4
Upper-division business elective course		4
	Credits	**16**
Winter		
BA 213Z	Principles of Managerial Accounting	4
BA 169Z	Data Analysis Using Microsoft Excel	4
Core-education course in science		4
Elective course		4
	Credits	**16**

Spring			
BA 308	Leadership and Communication		4
OBA 311	Business Analytics I		4
Core-education course in science			4
Cultural Awareness for Business Decisions course			4
	Credits		**16**
Third Year			
Fall			
MGMT 311	Managing People in Organizations		4
OBA 312	Business Analytics II		4
Core-education course in science			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 course			4
Core-education course in science			4
Elective course			4
	Credits		**16**
Fourth Year			
Fall			
BA 325	Business Law and Ethics		4
BA 322	Fundamentals of Sustainable Business		4
Upper-division business elective courses			8
	Credits		**16**
Winter			
BA 453	Business Strategy and Planning	Apply for graduation	4
Upper-division business elective courses			8
	Credits		**12**
Spring			
Upper-division business elective courses		Register for commence	8
Elective course			4
	Credits		**12**
	Total Credits		**180**