LCB Undergraduate Concentrations

Concentrations for Accounting and Business Administration Majors

- 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): Identify and implement new business opportunities.
- Finance (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/#financetext): Unpack the stock market and learn how money works.
- Marketing (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/#marketingtext): Analyze, create, and find new ways to understand and keep customers.
- Operations and Business Analytics (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/#operationsbusinessanalyticstext): Decode big data and complex systems to drive business value.
- Sports Business (https://catalog.uoregon.edu/archive/2025-2026/coll-business/ug-conc/#sportsbusinesstext): Turn your passion into a career and learn business through the lens of sports.

Concentration in Accounting

Code	Title	Credits
ACTG 350	Intermediate Accounting I	4
ACTG 351	Intermediate Accounting II	4
ACTG 352	Intermediate Accounting III	4
Select one of the following:		4
ACTG 360	Cost Accounting	
ACTG 440	Auditing	
ACTG 450	Advanced Financial Accounting	
ACTG 470	Federal Taxation	
ACTG 480	Accounting Data Analytics I	
Total Credits		**16**

Concentration: Entrepreneurship

Code	Title	Credits
MGMT 335	Launching New Ventures	4
ACTG 340	Accounting for Entrepreneurs	4
MKTG 445	Entrepreneurial Marketing	4
MGMT 455	Implementing Entrepreneurial Strategies	4
Total Credits		**16**

Concentration in Finance

Code	Title	Credits
FIN 380	Financial Markets and Investments	4
FIN 473	Financial Analysis and Valuation	4
Select two of the following:		8
FIN 462	Derivative Markets and Financial Institutions	
FIN 463	International Finance	
FIN 464	Commercial Banking	
Total Credits		**16**

Concentration: Marketing

Code	Title	Credits
MKTG 390	Marketing Research	4
MKTG 415	Marketing Analytics	4
MKTG 435	Consumer Behavior	4
MKTG 490	Marketing Strategy	4
Total Credits		**16**

Concentration: Operations and Business Analytics

Code	Title	Credits
Select four of the following:		16
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	
Total Credits		**16**

Concentration: Sports Business

Code	Title	Credits
MKTG 390	Marketing Research	4
SBUS 450	Sports Marketing	4
Select two of the following:		8
SBUS 455	Financing Sports Business	
SBUS 452	Sports Sponsorship	
SBUS 453	Law and Sports Business	
Total Credits		**16**