

LCB Undergraduate Concentrations

Concentrations for Accounting and Business Administration Majors

- Accounting (p. 1) (Business Administration major only):
- Entrepreneurship (p. 1): Identify and implement new business opportunities.
- Finance (p. 1): Unpack the stock market and learn how money works.
- Marketing (p. 1): Analyze, create, and find new ways to understand and keep customers.
- Operations and Business Analytics (p. 1): Decode big data and complex systems to drive business value.
- Sports Business (p. 1): 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 446	Real Estate Finance	
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 475	Python for Data Analytics	
OBA 477	Supply-Chain Operations and Information	
Total Credits		16

Concentration: Sports Business

Code	Title	Credits
MKTG 390	Marketing Research	4
SBUS 350	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