

BA Bachelor of Arts in Business



Pre-Planning

The BA in Business **REQUIRES** a second major (BS, BA, or BM).

Prerequisite

Calculus sequence: MATH 141-143 or MATH 161-162

Core Courses (8)

Statistics: ECON 230, STAT 213, or MATH 203 preferred

Principles of Economics ECON 108

Intermediate Microeconomics ECON 207

Financial Accounting ACC 201

Financial Management FIN 205 or FIN 204

Principles of Marketing MKT 203

Business Information Systems CIS 220
OR Operations and Strategy BUS 221

Economic Theory of Organization STR 203



Study Abroad

Plan ahead and meet with Education Abroad.



Internship & Career Preparation

Career destination is a combination of academic, co-curricular, and career interests. To explore different opportunities, visit the Greene Center.



Did You Know?

MATH 141-143 or MATH 161-162 and STAT 213 also satisfies your natural science cluster.

Sample List of Electives (Select 3)

Managerial Accounting ACC 221

Financial Statement Analysis ACC 222

Intermediate Accounting I ACC 224

Intermediate Accounting II ACC 225

Auditing ACC 226

Individual Income Tax ACC 227

Corporate, Gift, and Estate Tax ACC 228

Business Ethics & Corporate Social Responsibility BUS 118

Operations and Strategy BUS 221*

Boom & Bust: Famous Market Failures BUS 241

Intro. to Programming for Business Analytics CIS 191

Business Modeling With Excel CIS 211

Business Information Systems CIS 220*

Data Mgmt. & Descriptive Analytics for Business CIS 240

Predictive Analytics CIS 242

Planning & Growing Business Ventures ENT 223

Technical Entrepreneurship ENT 225

Fundamentals of Social Entrepreneurship ENT 227

Investments FIN 206

Corporate Finance FIN 213

Mergers & Acquisitions FIN 233

Portfolio Theory & Analytics FIN 234

Real Estate Principles FIN 241

International Finance FIN 242

Business Law: Contracts & Legal Entities LAW 205

Business Law: Transactions & Other Topics LAW 250

Marketing Research & Analytics MKT 212

Marketing Projects & Cases MKT 213

Advertising & Social Media MKT 233

Product and Brand Management MKT 235

Digital Marketing Strategies MKT 237

Business Strategy STR 221

Pricing Strategy STR 241

* if not taken in core