

Department of Business Administration

Dr. Marilu Marcillo, *Chairperson*

The Business Administration Department offers a major and a minor in Business Management, Marketing Management, International Business, Esports Business and Business Analytics as well as a specialization in Esports Business.

Requirements for Business Management Major

Degree of Bachelor of Science

Nine of the required credits for the major count towards the Core Curriculum Requirements.

| | | |
|--|---|-----------|
| BA-151 | Principles of Management | 3 |
| BA-155 | Principles of Marketing | 3 |
| BA-240 | Organizational Behavior | 3 |
| BA-282 | Leadership | 3 |
| BA-315 | Business and Professional Communication (WI) | 3.00 |
| BA-325 | Ethics: Business and Economic Community | 3 |
| BA-458 | Business Strategy | 3 |
| BA-496 | Seminar in Business Administration (Capstone) | 3 |
| BA- | Three BA- Electives | 9 |
| CS-271 | Decision Support Systems ¹ | 3 |
| AC-151 | Principles of Accounting I | 3 |
| AC-152 | Principles of Accounting II | 3 |
| BL-161 | Introduction to Law & Contracts | 3 |
| EC-101 | Macroeconomic Principles ² | 3 |
| EC-102 | Microeconomic Principles | 3 |
| EC-300 | Stats for Business Finance & Economics | 3 |
| Take one of the following ² | | 3 |
| PO-100 | Perspectives on Politics | |
| SO-121 | Introduction to Sociology | |
| UR-151 | The Contemporary City | |
| FN-401 | Intro to Corporate Finance | 3 |
| Total Credits | | 60 |

¹ May count towards the Core Natural Science Requirement.

² May count towards the Core Social Science Requirement.

Requirements for Marketing Management Major

Degree of Bachelor of Science

Nine of the required credits for the major count towards the Core Curriculum Requirements.

| | | |
|--------|--|------|
| BA-151 | Principles of Management | 3 |
| BA-155 | Principles of Marketing | 3 |
| BA-250 | Consumer Behavior | 3 |
| BA-315 | Business and Professional Communication (WI) | 3.00 |
| BA-325 | Ethics: Business and Economic Community | 3 |
| BA-327 | Digital and Social Media Marketing | 3 |
| BA-351 | Marketing Research | 3 |

| | | |
|--|---|-----------|
| BA-458 | Business Strategy | 3 |
| BA-496 | Seminar in Business Administration (Capstone) | 3 |
| BA- | Two BA- Electives | 6 |
| CS-271 | Decision Support Systems ¹ | 3 |
| AC-151 | Principles of Accounting I | 3 |
| AC-152 | Principles of Accounting II | 3 |
| BL-161 | Introduction to Law & Contracts | 3 |
| EC-101 | Macroeconomic Principles ² | 3 |
| EC-102 | Microeconomic Principles | 3 |
| EC-300 | Stats for Business Finance & Economics | 3 |
| Take one of the following ² | | 3 |
| PO-100 | Perspectives on Politics | |
| SO-121 | Introduction to Sociology | |
| UR-151 | The Contemporary City | |
| FN-401 | Intro to Corporate Finance | 3 |
| Total Credits | | 60 |

¹ May count towards the Core Natural Science Requirement.

² May count towards the Core Social Science Requirement.

Requirements for International Business Major

Degree of Bachelor of Science

Nine of the required credits for the major count towards the Core Curriculum Requirements.

| | | |
|--|---|-----------|
| BA-151 | Principles of Management | 3 |
| BA-155 | Principles of Marketing | 3 |
| BA-248 | Intl Bus and the Global Marketplace | 3.00 |
| BA-315 | Business and Professional Communication (WI) | 3.00 |
| BA-319 | International Marketing | 3 |
| BA-325 | Ethics: Business and Economic Community | 3 |
| BA-347 | International Management | 3 |
| BA-458 | Business Strategy | 3 |
| BA-496 | Seminar in Business Administration (Capstone) | 3 |
| BA- | Two BA- Electives | 6 |
| CS-271 | Decision Support Systems ¹ | 3 |
| AC-151 | Principles of Accounting I | 3 |
| AC-152 | Principles of Accounting II | 3 |
| BL-161 | Introduction to Law & Contracts | 3 |
| EC-101 | Macroeconomic Principles ² | 3 |
| EC-102 | Microeconomic Principles | 3 |
| EC-300 | Stats for Business Finance & Economics | 3 |
| Take one of the following ² | | 3 |
| PO-100 | Perspectives on Politics | |
| SO-121 | Introduction to Sociology | |
| UR-151 | The Contemporary City | |
| FN-401 | Intro to Corporate Finance | 3 |
| Total Credits | | 60 |

¹ May count towards the Core Natural Science Requirement.

² May count towards the Core Social Science Requirement.

Special Notes on core curriculum Requirements

¹ All BA majors are encouraged to take MA-123/MA-124 as their math requirements because many graduate programs require calculus.

Special Notes on major Requirements

¹ All majors must maintain a GPA of 2.30 or higher in all of their BA and cognate courses to remain in the major and to graduate.

² Majors are allowed to take one BA minor. Courses taken towards the minor may not count towards the major.

³ All BA majors are encouraged to participate in Co-ops and Internships

Minor Programs

Students may minor in Management, Marketing, Business Analytics, Esports or International Business by taking 18 departmental credits. It is recommended, although not mandatory, that 15 credits in cognate courses also be taken. GPA in minor must be 2.30 or higher.

Requirements for a Minor in Business Management

| | | |
|----------------------|---|-----------|
| BA-151 | Principles of Management | 3 |
| BA-155 | Principles of Marketing | 3 |
| BA-240 | Organizational Behavior | 3 |
| BA-282 | Leadership (cannot be double-counted) | 3 |
| BA- | BA Elective (any BA course - cannot be double-counted) | 3 |
| BA- | Elective at the 300-level or Above (cannot be double-counted) | 3 |
| Total Credits | | 18 |

Requirements for a Minor in Marketing Management

| | | |
|----------------------|---|-----------|
| BA-151 | Principles of Management | 3 |
| BA-155 | Principles of Marketing | 3 |
| BA-250 | Consumer Behavior | 3 |
| BA-351 | Marketing Research (cannot be double-counted) | 3 |
| BA- | BA Elective (any BA course - cannot be double-counted) | 3 |
| BA- | Elective at the 300-level or Above (cannot be double-counted) | 3 |
| Total Credits | | 18 |

Requirements for a Minor in International Business

| | | |
|----------------------|---|-----------|
| BA-151 | Principles of Management | 3 |
| BA-155 | Principles of Marketing | 3 |
| BA-246 | Export Management | 3 |
| BA-347 | International Management (cannot be double-counted) | 3 |
| BA- | BA Elective (any BA course - cannot be double-counted) | 3 |
| BA- | Elective at the 300-level or Above (cannot be double-counted) | 3 |
| Total Credits | | 18 |

Requirements for a Minor in Business Analytics

| | | |
|-----------|------------------------------------|---|
| BA-151 | Principles of Management | 3 |
| or CS-271 | Decision Support Systems | |
| BA-287 | Introduction to Business Analytics | 3 |

| | | |
|-----------------------------|--|-----------|
| BA-350 | Operations and Logistics Management | 3 |
| BA-394 | Industry Practices in Project Management | 3 |
| EC-300 | Stats for Business Finance & Economics | 3 |
| Select one of the following | | 3 |
| FN-302 | Elements of Econometrics | |
| BA-388 | Intro to Predictive Analytics & Visual | |
| MA-218 | Quantitative Methods for Business | |
| Total Credits | | 18 |

Requirements for a Minor in Esports Business

| | | |
|--------------------------------------|---|-----------|
| SM-150 | History Culture and Business of Esports | 3 |
| SM-285 | Management/Leadership- Esports Ecosystem | 3 |
| PL-259 | Technology Society and Values | 3 |
| Take three of the following courses: | | 9 |
| SM-255 | Esports Branding and Marketing | |
| SM-295 | Credited Internships (by approval and after completing 9 other minor credits) | |
| SM-385 | Esports Sales Sponsorship & Revenue Dev | |
| SM-395 | Esports Events Planning and Management | |
| CU-340 | Sportswriting | |
| SO-256 | Sociology of Sports | |
| Total Credits | | 18 |

Esports Business Specialization

| | | |
|-----------------------------|--|----|
| Take four of the following: | | 12 |
| SM-150 | History Culture and Business of Esports | |
| SM-255 | Esports Branding and Marketing | |
| SM-285 | Management/Leadership- Esports Ecosystem | |
| SM-295 | Credited Internships | |
| SM-385 | Esports Sales Sponsorship & Revenue Dev | |
| SM-395 | Esports Events Planning and Management | |