

► **BSBA EMPHASIS AREAS** ◀

Effective Fall 2005

Students must complete 18 hours of Business Electives at the Junior/Senior level beyond the Business Core.

Emphasis area courses listed on this page count toward that requirement.

**FINANCE**

1. Required **Core** Course:
2. A student must complete **5 courses** (15 hours) selected from the following:
  - BA 3501 Financial Policies
  - BA 3502 Treasury Management
  - BA 3503 Computer Applications in Finance
  - BA 3520 Investments
  - BA 3521 Financial Risk Management
  - BA 3522 Security Analysis
  - x BA 3525 Practicum in Investments (1 hour)
  - BA 3540 Financial Services Industry & Instruments
  - BA 3541 Commercial Bank Management
  - BA 3542 Principles of Real Estate
  - BA 3560 Personal Financial Planning
  - BA 3561 Principles of Insurance
  - BA 3562 Life Insurance
  - BA 3563 Retirement Planning and Employee Benefits
  - BA 3564 Estate Planning and Trusts
  - BA 3580 International Corporate Finance
  - BA 3582 International Investments

*x Can be taken up to 3 times*

*See brochure handout for Finance tracks*

**INTERNATIONAL BUSINESS**

- Complete **4 courses** (12 hours) to include the following:
- 1)
    - BA 3580 International Corporate Finance
    - BA 3682 Managing the Global Workforce
    - BA 3780 International Marketing
  - 2) Two additional courses from:
    - If all courses taken in (1), one course in (2) needed-
    - BA 3581 Business in China (Not for Finance)
    - BA 3582 International Investments
    - BA 3680 International Management
    - BA 3684 Japanese Management System
    - BA 3685 Role of the Global Corporation
    - BA 3689 International Business and Society
    - BA 3x98 Business Administration Problems (Sections with topic relating to International Business)
    - BA 3980 The Law of International Business Transactions
    - BA 4381 International Logistics and Operations Management
    - BA 4689 International Strategic Management

Foreign language proficiency equivalent to thirteen hours in one **approved** foreign language of international commerce (as defined by the College of Business Administration) must be demonstrated.

**LOGISTICS & OPERATIONS MANAGEMENT**

1. Required **Core** Courses:
  - BA 3300 Business Statistics
  - BA 3320 Intro to Operations Management
2. A student must complete at least **4 courses** (12 hrs) selected from the following:
  - x BA 3806 Managerial Appl. of Object-Oriented Prog. I
  - BA 3843 Decision Support & Expert Systems
  - x BA 3844 Management of End-User Computing
  - BA 4312 Business Forecasting
  - BA 4314 Multivariate Analysis
  - BA 4321 Production and Operations Management
  - BA 4322 Lean Prod. in Manufacturing & Service Oper.
  - BA 4324 Service Operations Management
  - BA 4326 Quality Assurance in Business
  - BA 4330 Business Logistics Systems
  - BA 4350 Management Science Methods
  - BA 4354 Operations Research II
  - BA 4381 International Logistics and Operations Mgt.

x No more than one of these programming courses

**MANAGEMENT**

1. Required **Core** Course:
  - BA 3504 Financial Management
  - BA 3600 Management & Organizational Behavior
2. A student must complete **4 courses** (12 hours) to include the following:
  - A) **One** course
    - BA 3611
  - B) **Three** from:
    - BA 3621 Human Resource Management
    - BA 3622 Industrial & Labor Relations
    - BA 3623/Psych 3318 Industrial & Organ. Psych
    - BA 3624 Employee Training & Development
    - BA 3680 International Management
    - BA 3682 Managing the Global Workforce
    - BA 3684 Japanese Management System
    - BA 3685 Role of the Global Corporation
    - BA 4614 Entrepreneurship/Small Business Management
    - BA 4689 International Strategic Management

**MARKETING**

1. Required **Core** Course:
  2. A student must complete at least **5 courses** (15 hours) selected from the following:
    - BA 3198 Topic: Aviation in American Life
    - BA 3198 Topic: Domestic Transportation
    - BA 3198 Topic: Economics of Transportation
    - BA 3198 Topic: Railroads in American Life
    - BA 3770 Introduction to Transportation
    - BA 3771 Traffic and Transportation Management
    - BA 3198 Topic: Seminar in International Marketing
    - BA 3710 Consumer Behavior
    - BA 3720 Management of Promotion
    - BA 3721 Internet Marketing
    - BA 3740 Marketing Research
    - BA 3741 Quantitative Marketing Methods
    - BA 3750 Sales Management
    - BA 3760 Business to Business Marketing
    - BA 3780 International Marketing
    - BA 3790 Internship in Marketing
- B) **One** course:
  - BA 4700 Marketing Management (The Capstone Course)

**Additional Business Electives**

Business courses which are not included in any emphasis area but can count toward the 18 hours of Junior/Senior level Business Electives:

- BA 3090, 3390, 3690, 3790, 3890, 3990 - Internships in Business
- BA 3100 Contemporary Business Communication
- BA 3612 Professional Skills Management
- BA 3900 Business Law: Contracts, Sales, Secured Trans, Bankruptcy
- BA 3901 Business Law: Negotiable Instruments

**Minors are available in Accounting, International Business, Management Information Systems, and Transportation Studies.**

**A STUDENT SEEKING TWO DEGREES SHOULD SPEAK WITH A BUSINESS ADVISOR. (This does not pertain to the emphasis areas in the BSBA degree)**

may be counted towards the emphasis area.