### BSBA Emphasis Areas

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

#### Finance

1. Required Core Course:
   - FINANCE 3500 Financial Management
2. A student must complete 6 courses (18 hours) selected from the following:
   - FINANCE 3501 Financial Policies
   - FINANCE 3502 Treasury Management
   - FINANCE 3503 Computer Applications in Finance
   - FINANCE 3520 Investments
   - FINANCE 3521 Financial Engineering: Applying Derivatives
   - FINANCE 3523 Fixed Income Analysis
3. FINANCE 3525 Practicum in Investments (1 hour)
4. FINANCE 3540 Intro to Financial Institutions and Financial Markets
5. FINANCE 3541 Commercial Bank Management
6. FINANCE 3542 Principles of Real Estate
7. FINANCE 3560 Practice of Personal Financial Planning
8. FINANCE 3561 Principles of Insurance
9. FINANCE 3562 Life Insurance and Employee Benefits
10. FINANCE 3563 Retirement Planning and Employee Benefits
11. FINANCE 3564 Estate Planning and Trusts
12. FINANCE 3565 Seminar in Financial Planning
13. FINANCE/INTL BUS 3580 International Corporate Finance
14. FINANCE/INTL BUS 3582 International Investments
15. FINANCE 3590 Internship in Finance
16. FINANCE 3599 Independent Study in Finance

*Can be taken up to 3 times*

See brochure handout for Finance tracks

#### International Business

1. Two from:
   - INTL BUS/FINANCE 3580 International Corporate Finance
   - INTL BUS/WMGT 3680 International Management
   - INTL BUS/MKTG 3780 International Marketing

2. Two additional courses from:
   - INTL BUS 3280 The Law of International Business Transactions
   - INTL BUS 3281 Business in China
   - INTL BUS 3282 Managing the Global Workforce
   - INTL BUS 3283 International Business & Society (short study abroad)
   - INTL BUS 3284 The Japanese Management System
   - INTL BUS 3285 Role of the Global Corporation
   - INTL BUS 3286/PHIL 3286 International Business Ethics
   - INTL BUS 3289 Practicum in International Business
   - INTL BUS 3290 Internship in International Business
   - INTL BUS 3299 Independent Study in International Business
   - INTL BUS/FINANCE 3580 International Corporate Finance
   - INTL BUS/FINANCE 3582 International Investments
   - INTL BUS/MGT 3680 International Management
   - INTL BUS/MKTG 3780 International Marketing
   - INTL BUS/MKTG 3785 Women in International Entrepreneurship
   - INTL BUS/MKTG 3787 Marketing in the European Union
   - INTL BUS 4281 Entrepreneurship in the Global Environment
   - INTL BUS 4289 International Strategic Management
   - INTL BUS/SCMA 4381 Global Supply Chain Management

Foreign language proficiency equivalent to intermediate level in one approved foreign language of international commerce must be demonstrated.

#### Supply Chain Management

1. Required Core Courses:
   - SCMA 3300 Business Analytics and Statistics
   - SCMA 4301 Introduction to Supply Chain Management

2. One course
   - SCMA 3320 Advanced Supply Chain and Operations Management

3. Three from:
   - SCMA 3321 Procurement
   - SCMA 3345 Predictive Analytics and Data Mining
   - SCMA 3390 Internship in Supply Chain and Analytics
   - SCMA 3398 Seminar in Supply Chain Management and Analytics
   - SCMA 3399 Independent Study in SCMA
   - SCMA 4322 Lean Prod. In Manufacturing & Service Operations
   - SCMA 4325 Environmental Sustainability in Business Operations
   - SCMA 4330 Business Logistics
   - SCMA 4331 Applied Supply Chain Modeling
   - SCMA 4347 Introduction to Project Management
   - SCMA 4350 Prescriptive Analytics and Optimization
   - SCMA/INTL BUS 4381 Global Supply Chain Management

X One of these courses may be used towards the emphasis area

#### Marketing

1. Required Core Course:
   - MKTG 3700 Basic Marketing

2. Four from:
   - MKTG 3710 Consumer Behavior
   - MKTG 3720 Management of Promotion
   - MKTG 3721 Introduction to Digital Marketing Strategies
   - MKTG 3722 Introduction to Social Media Marketing
   - MKTG 3750 Sales Management
   - MKTG 3760 Business-to-Business Marketing
   - MKTG 3770 Introduction to Transportation
   - MKTG 3771 Traffic and Transportation Management
   - MKTG 3776 Transportation Security, Safety & Disaster Preparedness
   - MKTG 3777 Aviation Business

3. Two courses:
   - MKTG 3740 Marketing Analysis
   - MKTG 4700 Marketing Management (The Capstone Course)

#### Management

1. Required Core Course:
   - MGMT 3600 Management & Organizational Behavior

2. One course
   - MGMT 3611 Advanced Management & Organizational Behavior

3. Five from:
   - MGMT 3612 Professional Skills Development
   - MGMT 3621 Human Resource Management
   - MGMT 3622 Industrial & Labor Relations
   - MGMT 3623/PSYCH 3318 Industrial & Organizational Psychology
   - MGMT 3624 Employee Training & Development
   - MGMT 3625 Leadership in Organization
   - MGMT/INTL BUS 3680 International Management
   - MGMT 3690 Internship in Management
   - MGMT 3699 Independent Study in Management
   - MGMT 4614 Entrepreneurship/Small Business Management

4. Only one of 3690 and 3699 can be taken for MGMT emphasis area credit.

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**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:
- BUS AD 3001 Professional Communications and Interpersonal Relations
- BUS AD 3198 Topics in Business
- BUS AD 3900 Business Law: Contracts, Sales, Secured Transactions, Bankruptcy
- BUS AD 3901 Business Law: Negotiable Instruments, Business Organization, Property
EMPHASIS AREA REQUIREMENTS

A. A student must satisfy all business and non-business requirements for the Bachelor of Science in Business Administration degree. The following are core requirements:

   ACCTNG 2400  Fundamentals of Financial Accounting
   ACCTNG 2410  Managerial Accounting
   * INFSYS 2800  Information Systems Concepts and Applications
   BUS AD 2900  Legal Environment of Business
   SCMA 3300  Business Analytics and Statistics
   SCMA 3301  Introduction to Supply Chain Management
   FINANCE 3500  Financial Management
   MGMT 3600  Management and Organizational Behavior
   MKTG 3700  Basic Marketing
   ** MGMT 4219  Strategic Management (capstone course taken during the last semester)
   MGMT 4220  Business Assessment Test

*The prerequisite, INFSYS 1800, can be waived by exam. See website: http://umsl.edu/go/HRe
**Special Consent Form needed for MGMT 4219 Strategic Management.

B. IN ADDITION TO CORE REQUIREMENTS, THERE IS A MINIMUM OF 18 HOURS OF BUSINESS ELECTIVES BEYOND THE CORE REQUIRED FOR THE BSBA DEGREE. SEE REVERSE SIDE FOR EMPHASIS AREA REQUIREMENTS.

An emphasis area is not required for the degree. An emphasis area, if completed, will be placed on the student's transcript when the BSBA requirements have been met for graduation (not on the diploma).

C. In addition to completing A and B above, the following requirements must be met:

   1. A student must earn a grade of "C-" or better in all business and non-business courses applied to the emphasis area. A minimum of a 2.30 campus GPA is required in both the business and emphasis area coursework. Non-business courses applied to the emphasis area are not averaged into the business GPA.

   2. The satisfactory/unsatisfactory option may not be used for emphasis area courses.

   3. At least six (6) hours beyond the core courses which are applied to the emphasis areas of Finance, International Business, Management, Marketing, and Supply Chain and Analytics, must be taken in residence at UMSL. Courses transferred from an accredited four-year institution require area approval to apply toward emphasis area requirements. Independent study courses, if transferred, will not be given emphasis area credit.

   4. The requirements for any emphasis area will be those in effect at the time of successful completion of the first upper-level emphasis area course with a C- or better.

D. Related BSBA degree requirements:

   1. There is a maximum of 30 hours of business electives which may be applied toward the 120 hours required for the degree.

   2. No more than 24 hours beyond the required core course(s) may be taken in an emphasis area.

   3. Various experimental courses may be offered under 3x95 or 3x98 numbers. The first experimental course taken in a given area will not count against the limit of courses in that area; any additional experimental courses will count against the limitation.

Minors are available in Accounting, Cybersecurity, Digital Marketing Communications, Information Systems, International Business, Supply Chain Management 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)