

Department of Business Administration

Dr. Chanaz Gargouri, *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
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 (Core Natural Science)	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 (Core Social Science)	3
EC-102	Microeconomic Principles	3
EC-300	Stats for Business Finance & Economics	3
Take one of the following (Core Social Science)		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

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
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 (Core Natural Science)	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 (Core Social Science)	3
EC-102	Microeconomic Principles	3
EC-300	Stats for Business Finance & Economics	3
Take one of the following (Core Social Science)		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

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
BA-315	Business and Professional Communication (WI)	3
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 (Core Natural Science)	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 (Core Social Science)	3
EC-102	Microeconomic Principles	3
EC-300	Stats for Business Finance & Economics	3
Take one of the following (Core Social Science)		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

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	