

BA

Bachelor of Arts in Business

Pre-Planning

THE BA IN BUSINESS REQUIRES A
SECOND MAJOR (BA, BS, OR BM).

Pre-Major Courses

Calculus sequence:

MATH 140-143 OR MATH 161-162

Core Courses (8)

One of the following statistics courses:

STAT 180, STAT 190, ECON 230, PSCI 200, or MATH 203

ECON 108: Principles of Economics

ECON 207: Intermediate Microeconomics

ACC 201: Financial Accounting

MKT 203: Principles of Marketing

FIN 205: Financial Management

CIS 220: Business Information Systems & Analytics
OR BUS 221: Operations and Strategy

STR 203: Economic Theory of Organization



Study Abroad

Plan ahead and meet with Education Abroad.



Career Development & Internships

We encourage you to connect with the Greene Center as early as your first year. Whether you're exploring career and major options, looking for experiences to help build your skills and resume, or need help strategizing how to reach your goals.



Did You Know?

You may have the Math & Statistics (N1MTH013) or Introduction to Calculus and Contemporary Math (N1MTH011) clusters complete through the business pre-major and major coursework.

Sample List of Electives (select 3)

ACC 221: Managerial Accounting

ACC 222: Financial Statement Analysis

ACC 224: Intermediate Accounting I

ACC 225: Intermediate Accounting II

ACC 226: Auditing

ACC 227: Individual Income Tax

ACC 228: Corporate, Gift, & Estate Tax

BUS 118: Business Ethics

BUS 201: Impactful Presentations

BUS 217: Business Leadership

BUS 219: Negotiations

*BUS 221: Operations & Strategy

BUS 389: Business Research

CIS 191: Intro to Programming for Business Analytics

CIS 211: Business Modeling with Excel

*CIS 220: Business Information Systems & Analytics

CIS 240: Data Mgmt. & Descriptive Analytics for Business

CIS 242: Predictive Analytics

CIS 245: Social Media and Text Analytics

ECON 209: Intermediate Macroeconomics

ENT 101: Intro to Entrepreneurship

ENT 223: Planning & Growing Business Ventures

ENT 227: Fundamentals of Social Entrepreneurship

FIN 206: Investments

FIN 213: Corporate Finance

FIN 224: Options, Futures, & Derivatives

FIN 233: Mergers & Acquisitions

FIN 241: Real Estate Principles

FIN 242: International Finance

FIN 244: Asset Management

FIN 246: Cryptocurrencies, Blockchain, & FinTech

LAW 205: Business Law: Contracts and Legal Entities

LAW 250: Business Law: Transactions & Other Topics

MKT 212: Marketing Research and Analytics

MKT 213: Marketing Projects and Cases

MKT 233: Advertising and Promotional Strategy

MKT 235: Product and Brand Management

MKT 237: Digital Marketing Strategies

PSCI 238: Business and Politics

PSCI 244: Politics and Markets

STR 221: Business Strategy

STR 241: Pricing Strategy

*if not taken in core