

# B.A. IN BUSINESS

Code	Title	Credits
<b>Major in Business (B.A.)</b>		
<b>Core Courses <sup>2,3</sup></b>		
BUS 102	Foundations for Careers in Business	1
BUS 106	Introduction to Business Applications <sup>4</sup>	1
BUS 201M	Business Math & Statistics	4
BUS 210	Financial Accounting	4
BUS 211	Managerial Accounting	2
BUS 220	Principles of Marketing	4
BUS 230	Managing Organizations and People	4
BUS 326	Business Information Systems	3
BUS 344	Managerial Finance	4
BUS 361	Business Law	2
BUS 481	Internship in Business <sup>1</sup>	3-4
ECO 202	Principles of Microeconomics	2
ECO 203	Principles of Macroeconomics	2
<b>Code</b>	<b>Title</b>	<b>Credits</b>
Business Core		36-37
Select One Emphasis		28
Business Core and Emphasis		64-65
<b>Code</b>	<b>Title</b>	<b>Credits</b>
General Education <sup>*</sup>		44-52
Electives		6-13
<b>Total Credits</b>		<b>122</b>

<sup>1</sup> To qualify for taking the Certified Public Accounting (CPA) exam, the internship course must be specifically designated as an Internship-Accounting in order to fulfill the rules established by the Minnesota Board of Accountancy. A maximum of six credits for internships can qualify for the 150-credit requirement for CPA licensing.

<sup>2</sup> Students must earn a minimum grade of C in each of the core courses to graduate.

<sup>3</sup> In order to enroll in 400-level BUS and ECO courses (except for BUS 481), students must earn a minimum grade of D in each of the core Business courses.

<sup>4</sup> Students can choose to take BUS 106 or successfully pass the Approved Assessment for 0 credits.

<sup>\*</sup> Courses whose number is followed by a letter fulfill a General Education requirement.

Students may not declare a B.A. in Business and a Minor in Business.

Students may not declare a B.A. in Business and a B.A. in Business and Political Science.

## Accounting Emphasis (28 credits)

Code	Title	Credits
BUS 310	Intermediate Accounting I	4
BUS 311	Intermediate Accounting II	4
BUS 314	Taxation of Individuals	2

## B.A. in Business 2

BUS 362	Taxation of Business Entities	2
BUS 410	Advanced Accounting	4
BUS 414	Auditing Principles and Procedures	4
ECO 301	Managerial Economics	2
or ECO 302	Intermediate Macroeconomics	
Electives from business and/or economics courses (maximum of 3 credits at the 100-level)		6
<b>Total Credits</b>		<b>28</b>

## Analytics and Artificial Intelligence for Business Emphasis (28 credits)

Code	Title	Credits
BUS 100	Business Calculus	2
BUS 317	Business Analytics	4
BUS 325	Business Analysis and Database Management	4
BUS 334	Principles of Project Management	2
or BUS 336	Agile Project Management	
BUS 416	Machine Learning and Artificial Intelligence for Business	4
BUS 417	Analytics and Artificial Intelligence Seminar	4
COS 101	Introduction to Procedural Programming	2
ECO 301	Managerial Economics	2
or ECO 302	Intermediate Macroeconomics	
Electives from business and/or economics courses (maximum of 3 credits at the 100-level)		4
<b>Total Credits</b>		<b>28</b>

## Finance Emphasis (28 credits)

Code	Title	Credits
BUS 352	Financial Modeling & Valuation	4
BUS 390	Investments	4
BUS 440	Capital Markets	4
BUS 470	Finance Seminar	4
ECO 302	Intermediate Macroeconomics	2
Electives from business and/or economics courses (maximum of 3 credits at the 100-level)		10
<b>Total Credits</b>		<b>28</b>

## Innovation and Entrepreneurship Emphasis (28 credits)

Code	Title	Credits
BUS 232	Innovation and Entrepreneurship	4
BUS 333	Entrepreneurship Strategies and Tools	4
BUS 334	Principles of Project Management	2
or BUS 336	Agile Project Management	
BUS 337	Human Resources with Analytics	2

BUS 475	Innovation and Entrepreneurship Seminar	4
ECO 301	Managerial Economics	2
Choose one of the following Marketing courses:		2
BUS 315	Sales and Sales Management	
BUS 319	Advertising and Promotion	
BUS 357	Principles of Digital Marketing	
Electives from business and/or economics courses (maximum of 3 credits at the 100-level)		8
<b>Total Credits</b>		<b>28</b>

## Managing Organizations and Human Resources Emphasis (28 credits)

Code	Title	Credits
BUS 330	Compensation and Benefits	4
BUS 331	Staffing, Onboarding, and Training	4
BUS 335	Employee and Organization Development	4
BUS 337	Human Resources with Analytics	2
BUS 430	Strategic Management	4
BUS 493	Capstone: Effective Human Resources Practices	4
ECO 301	Managerial Economics	2
or ECO 302	Intermediate Macroeconomics	
Electives from business and/or economics courses (maximum of 3 credits at the 100-level)		4
<b>Total Credits</b>		<b>28</b>

## Marketing Emphasis (28 credits)

Code	Title	Credits
BUS 318G	Global Marketing	4
BUS 321	Marketing Research	4
BUS 324	Consumer Behavior	4
BUS 420	Marketing Seminar	4
ECO 301	Managerial Economics	2
Choose three of the following Marketing Activities courses:		6
BUS 309	Brand Management	
BUS 315	Sales and Sales Management	
BUS 319	Advertising and Promotion	
BUS 357	Principles of Digital Marketing	
Electives from business and/or economics courses (maximum of 3 credits at the 100-level)		4
<b>Total Credits</b>		<b>28</b>