

B.A. IN BUSINESS

Code	Title	Credits
Major in Business (B.A.)		
Core Courses ^{2,5}		
BUS 100M or BUS 130	Business Calculus ³ Business Problem Solving	3
BUS 106	Introduction to Business Applications ⁴	1
BUS 210	Financial Accounting	4
BUS 220	Principles of Marketing	4
BUS 230	Principles of Management	4
BUS 326	Business Information Systems	3
BUS 344	Managerial Finance	4
BUS 361	Business Law	3
BUS 481	Internship in Business ¹	3-4
ECO 202	Principles of Microeconomics	2
ECO 203	Principles of Macroeconomics	2
MAT 207M	Statistical Analysis	3
Code Title Credits		
Business Core		36-37
Select One Emphasis		24-29
Business Core and Emphasis		60-66
Code Title Credits		
General Education		44-45
Electives		12-17
Total Credits		122

¹ 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.

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

³ MAT 124M may be used as a substitute. Students entering graduate school in business are strongly encouraged to take BUS 100M or MAT 124M.

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

⁵ 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.

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 (24 credits)

Code	Title	Credits
BUS 310	Intermediate Accounting I	4
BUS 311	Intermediate Accounting II	4

BUS 312	Federal Income Taxes	3
BUS 313	Strategic Managerial Accounting	3
BUS 410	Advanced Accounting	3
BUS 414	Auditing Principles and Procedures	4
ECO 301	Intermediate Microeconomics	3
or ECO 302	Intermediate Macroeconomics	
Total Credits		24

Business Analysis and Analytics Emphasis (28-29 credits)*

Code	Title	Credits
COS 100	Introduction to Programming	3
BUS 317	Business Analytics	4
BUS 325	Business Analysis	3
BUS 334	Principles of Project Management	3
BUS 416	Business Forecasting and Data Mining	3
BUS 417	Business Analysis and Analytics Seminar	3
ECO 301	Intermediate Microeconomics	3
or ECO 302	Intermediate Macroeconomics	
Business and/or economics elective course		3
Choose one of the following International/Quantitative courses:		3-4
BUS 313	Strategic Managerial Accounting	
BUS 321	Marketing Research	
BUS 352	Financial Modeling & Valuation	
BUS 430	Strategic Management	
COS 105	Object-oriented Design and Programming	
Total Credits		28-29

* Students in Business Analysis and Analytics emphasis must take BUS 100M or MAT 124M.

Finance Emphasis (26 credits)

Code	Title	Credits
BUS 310	Intermediate Accounting I	4
or BUS 313	Strategic Managerial Accounting	
BUS 352	Financial Modeling & Valuation	3
BUS 390	Investments	4
BUS 440	Capital Markets	3
BUS 470	Finance Seminar	3
ECO 302	Intermediate Macroeconomics	3
Electives from business and/or economics courses (minimum 6 credits; maximum 3 credits at the 100 level)		6
Total Credits		26

Human Resource Management Emphasis (27 credits)

Code	Title	Credits
BUS 231	Human Resource Management	3
BUS 330	Compensation Theory and Practice	3
BUS 331	Staffing, Training and Development	3
BUS 335	Organization Development	3
BUS 430	Strategic Management	3
BUS 493	Seminar - Human Resource Management	3
ECO 301	Intermediate Microeconomics	3
or ECO 302	Intermediate Macroeconomics	
Electives from business and/or economics courses (minimum 6 credits; maximum 3 credits at the 100 level)		6
Total Credits		27

Innovation and Entrepreneurship Emphasis (27 credits)

Code	Title	Credits
BUS 231	Human Resource Management	3
BUS 232	Innovation and Entrepreneurship	3
BUS 313	Strategic Managerial Accounting	3
or ECO 301	Intermediate Microeconomics	
BUS 333	Entrepreneurship Strategies and Tools	3
BUS 334	Principles of Project Management	3
or BUS 430	Strategic Management	
BUS 475	Innovation and Entrepreneurship Seminar	3
Electives from business and/or economics courses (minimum 6 credits; maximum 3 credits at the 100 level)		6
Choose one of the following Marketing courses:		3
BUS 315	Sales and Sales Management	
BUS 319	Advertising and Promotion	
BUS 324	Consumer Behavior	
Total Credits		27

Marketing Emphasis (24 credits)

Code	Title	Credits
BUS 309	Brand Management	3
BUS 318G	Global Marketing	3
BUS 321	Marketing Research	3
BUS 324	Consumer Behavior	3
BUS 420	Marketing Seminar	3
ECO 301	Intermediate Microeconomics	3
Choose one of the following Marketing Activities courses:		3
BUS 315	Sales and Sales Management	
BUS 319	Advertising and Promotion	
BUS 357	Principles of Digital Marketing	

Business and/or economics elective course	3
Total Credits	24