Business Administration

Overview
The Business administration major provides students with a strong knowledge base across the fundamental disciplines of business: Accounting, Finance, Management, Marketing and Operations Management/Information Systems. Graduates possess a mix of business, technical, and essential communication skills required for management and leadership roles. The Bachelor of Science or Bachelor of Arts in Business Administration is highly desired for a variety of job titles in many industry sectors including management training and leadership development programs, business analysts (including marketing and finance areas), marketing and brand managers, sales and customer service professionals, and a variety of roles in government, non-profit, and health services. Employers place a priority on graduates who have a broad business perspective and the ability to adapt to a variety of positions.

Business Administration Major Courses
The business administration major consists of five upper division courses, one in each of the major areas listed below. These courses are typically offered every semester:

ACCTG 5000 – Accounting Information for Decision Making This course provides a deeper look into all areas of accounting. The focus of the course is using accounting information for decision-making both within an organization and about an organization. Topics covered include analyzing financial statement information to assess business profitability and to better understand business operations, using internal accounting information to better evaluate business operations, understanding the impact of taxes on business decisions and understanding the role of auditing. Prerequisite: Admission to upper division and a C- or better in ACCTG 3600 or ACCTG 3601

FINAN 5000 – Intermediate Finance for Business Administration Majors provides in-depth coverage of topics covered in basic courses in investments and corporate financial management. Corporate finance topics include: capital budgeting, capital structure, and dividend policy. Investment topics include: interest rate theory and valuation of derivative securities. Prerequisite: Admission to upper division and a C- or better in FINAN 3040 or FINAN 3041, and FINAN 3050

MGT 5000 – Fundamentals of Entrepreneurship The purpose of this class is to examine entrepreneurship and the various ways in which it shapes the lives of individuals. This investigation occurs on three levels. First, students take a high-level conceptual look at entrepreneurship as a phenomenon and learn what it is, why it exists, and how it influences the fabric of everyday life. Second, instructors take a hands-on approach that is focused on teaching students to think like an entrepreneur. Lastly, since entrepreneurship is a team sport, instructors help students develop the networking skills they need to assemble a team, and the managerial skills needed to create and launch a business. Prerequisite: Admission to upper division

MKTG 5000 – Marketing Management offers a hands-on analysis and actual decision-making journey in marketing strategy. Students experience the power of strategy tools such as differentiation and positioning, and study actual case histories and decisions made by real managers and executives. The conclusion of the course provides students an opportunity to apply their knowledge of marketing strategy maneuvers and marketing management via computer simulation. Major marketing concepts, principles, and strategy are directly applied. Prerequisite: Admission to upper division and a C- or better in MKTG 3010 or MKTG 3011

OIS 5000 – Process and Project Management Process and project management are two distinct and critical skill sets required of today’s top managers and leading companies. Mastery of these two disciplines allows teams to effectively manage their processes and formally execute projects in order to deliver within defined time, cost, and scope constraints. Documented, repeatable, and well-managed processes result in increased employee/customer satisfaction, business continuity, and efficient operations. In this course, students will learn how to approach a process improvement project by understanding how to map and document processes, assess their readiness for improvement, identify requirements, set up and execute a formal project, and evaluate the results. The course is applicable to all industries, but places emphasis on information systems and technology projects. Prerequisite: Admission to upper division

Business Administration Major Application
All students are automatically assigned to the business administration major once admitted to upper division status. Students who intend to major in business administration need do nothing further; there is no secondary major application process to the business administration major once a student is admitted to upper division.
Course Sequencing
Below is a suggested sequencing of business administration courses once a student has been admitted to upper division status and has completed all prerequisite upper division core courses as defined by the course descriptions. Individual student’s schedules may vary based on previous coursework.

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<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
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<tr>
<td>ACCTG 3600 or 3601</td>
<td>ACCTG 5000</td>
<td>FINAN 5000</td>
<td>OIS 5000</td>
<td>MGT 5700</td>
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<td>FINAN 3600 or 3601</td>
<td>MKTG 5000</td>
<td>MGT 5000</td>
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<td>Business &amp; Social Science</td>
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<td>MGT 3810 or WRTG 3016 (CW)</td>
<td>MKTG 3010 or 3011</td>
<td>OIS 3660 or OIS 3661</td>
<td>MGT 3410 or ACCTG 3410</td>
<td>(from approved list)</td>
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<td>MGT 3680 or 3681</td>
<td>FINAN 3050 IS 4410 or 4411</td>
<td>Global Perspectives I</td>
<td>Business &amp; Humanities (from approved list)</td>
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Entrepreneurship Minor
Students majoring in business administration have the option of earning a minor in entrepreneurship by completing only three additional courses: FINAN 5300, MGT 5770, and MKTG 4700. Business Administration majors who wish to pursue the entrepreneurship minor must complete the Application for a Business Minor at http://www.business.utah.edu/undergraduateforms.

Student Organizations and Opportunities
Students are strongly encouraged to expand their education to opportunities beyond the classroom. The business school sponsors many clubs, all of which offer opportunities for leadership experience, community building, and career-related activities such as information sessions, networking events, conferences and competitions. For a full listing of clubs, visit the academic advising office or view the following link: http://www.business.utah.edu/undergraduate-program/student-life

Career Services
The key to the success of business administration graduates is the ability to see one’s job in its larger context, understanding his or her position within a company and industry, taking on other viewpoints, thinking independently, and possessing a global outlook. Success in the job market also requires early preparation; therefore, students should begin investing in career skills as early as the freshman year. Professionals in the Campus Career Services (801-581-6186) and the Business Career Management Center (801-581-3061) assist students in understanding vocational options, finding internships, and preparing for a successful career.

Graduate Study in Business
There are a variety of degree options for business administration majors to pursue at the graduate level in the David Eccles School of Business. Perhaps the most the most closely related degree is the Master of Business Administration. Other options include the Master of Accounting, Master of Science in Finance, Master of Science in Information Systems, and Master of Real Estate Development. For more information about graduate programs in the Eccles School call Graduate Admissions at (801) 581-7785 or e-mail mastersinfo@business.utah.edu.