

# 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 *		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.

<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.

\* 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
BUS 362	Taxation of Business Entities	2

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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, economics, or one of the following COM 220, COM 324, COM 370:		6
<b>Total Credits</b>		<b>28</b>

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

<b>Code</b>	<b>Title</b>	<b>Credits</b>
BUS 100	Business Calculus	2
BUS 317	Business Analytics	4
BUS 325	Business Analysis and Database Management	4
BUS 334	Classic 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, economics, or one of the following COM 220, COM 324, COM 370:		4
<b>Total Credits</b>		<b>28</b>

## **Finance Emphasis (28 credits)**

<b>Code</b>	<b>Title</b>	<b>Credits</b>
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, economics, or one of the following COM 220, COM 324, COM 370:		10
<b>Total Credits</b>		<b>28</b>

## **Innovation and Entrepreneurship Emphasis (28 credits)**

<b>Code</b>	<b>Title</b>	<b>Credits</b>
BUS 232	Innovation and Entrepreneurship	4
BUS 333	Entrepreneurship Strategies and Tools	4
BUS 334	Classic 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, economics, or one of the following COM 220, COM 324, COM 370:		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, economics, or one of the following COM 220, COM 324, COM 370:		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, economics, or one of the following COM 220, COM 324, COM 370:		4
<b>Total Credits</b>		<b>28</b>