

ACCOUNTING CONCENTRATION

BUS 319 Accounting Information Systems 4
BUS 320 Federal Income Taxation for Individuals 4
BUS 321 Intermediate Accounting I 4
BUS 322 Intermediate Accounting II 4
BUS 424 Accounting Ethics 4
BUS 425 Auditing 4
Accounting Elective. Select one from the following: 4
BUS 323, 412, 417, 422, or 474
28

FINANCIAL MANAGEMENT CONCENTRATION

BUS 431 Security Analysis and Portfolio Mgmt 4
BUS 438 Advanced Corporate Finance 4
BUS 439 Fixed Income Securities Market 4
Finance electives (400 level) 12
Select from the following:
BUS 432, 433, 434, 435, 436, 437, 441, 442, 443, 444,
445; ECON 339^1
Approved Electives 4
Select one from the following:
BUS 320, 321, 322, 412, 417, 425; ECON 311, 313, 330,
337, 339^1, 405, 406, 408, 409, 424, 440
28

^1 ECON 339 cannot double count.

MANAGEMENT AND HUMAN RESOURCES CONCENTRATION

BUS 382 Organizations, People, and Technology 4
BUS 384 Human Resources Management 4
BUS 386 Employee Training and Development 4
BUS 475 Staffing 4
BUS 477 Managing Change and Development 4
Approved Electives 8
Select from the following:
BUS 310, 407, 471, 489
28

INFORMATION SYSTEMS CONCENTRATION

BUS 392 Business Application Development 4
BUS 393 Database Systems in Business 4
BUS 394 System Analysis and Design 4
BUS 395 Systems Design and Implementation 4
Approved Electives 8
Select from the following:
BUS 470, 491, 495, 496, 498, 499
24

ENTREPRENEURSHIP CONCENTRATION

BUS 310 Introduction to Entrepreneurship 4
BUS 418 Listening to the Customer 4
BUS 436 Entrepreneurial Finance 4
BUS 488 Planning & Managing New Ventures 4
ITP 428 Commercialization of New Tech 4
Approved Electives 8
Select from the following:
BUS 311, 382, 384, 392, 451, 477, 489; ECON 337; ITP
302, 326, 330, 406, 467; BUS/ITP 470
28

MARKETING MANAGEMENT CONCENTRATION

BUS 418 Listening to the Customer 4
BUS 419 Strategic Marketing Measurement 4
BUS 421 Marketing Analytics and Bus Intelligence 4
BUS 451 New Product Development and Launch 4
BUS 452 Product Management 4
BUS 454 Marketing Projects 4
BUS 455 Marketing Strategy 4
28

CONSUMER PACKAGING SOLUTIONS CONCENTRATION

BUS 418 Listening to the Customer 4
BUS 419 Strategic Marketing Measurement 4
BUS 451 New Product Develop and Launch 4
ITP 234 Packaging Design Fundamentals 4
ITP 330 Packaging Fundamentals 4
ITP 475 Packaging Performance Testing 4
Approved Electives 4
Select one from the following:
BUS 452; GRC 337; ITP 233, 341, 408, 411,
414, 415, 430, 485
28

CONCENTRATIONS AVAILABLE FROM ECONOMICS:

QUANTITATIVE ANALYSIS CONCENTRATION

ECON 440 Advanced Econometrics 4
STAT 331 Statistical Computing with R 4
Approved Electives^1. Select from the following: 20
BUS 393, 421, 441, 491; ECON 339^2, 395^3 or
BUS 392 or CSC 101; ECON 406, 408, 409;
IME 301, 305; STAT 323, 324, 330, 416, 419,
425, 426, 427; MATH 142, 143, 206, 241, 242,
244, 248, 304, 306, 344, 406, 412, 413, 414,
416, 418, 437, 451, 452, 453
28

^1 Consultation with an advisor is recommended prior to choosing approved electives. Courses in Analytics or in Statistics and Decision Analysis provide a focus in analytics. Courses in Statistics and Decision Analysis or in Mathematical Foundations are recommended for students pursuing post-baccalaureate studies.

^2 Economics majors cannot count ECON 339 toward electives in the Quantitative concentration.

^3 Economics majors cannot count ECON 395 or BUS 392 or CSC 101 toward electives in the Quantitative concentration.

REAL ESTATE CONCENTRATION

BUS 434 Real Estate Finance 4
BUS 435 Real Estate Investment 4
BUS 439 Fixed Income Securities Market 4
ECON 434 Urban Economics 4
Approved Electives. Select from the following: 12
AGB 326; BUS 342^1, 409, 443; CM 475; CRP
412, 446; ECON 331^2,3, 339, 435
28

^1 Business Administration majors cannot count BUS 342 toward Approved Electives in the Real Estate Finance concentration.

^2 Economics majors cannot count ECON 331 toward Approved Electives in the Real Estate Finance concentration.

^3 Business Administration majors using ECON 311 to meet the upper-division ECON elective in Support for their major cannot count ECON 311 toward Approved Electives in the Real Estate Finance concentration.