

# Business Administration

## Overview

The Business Administration degree 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 Business Administration degree 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 Accounting, Finance, Marketing, Management, and Operations Management/Information Systems), which are 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 will 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** This course 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** This course 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

Student interested in majoring in Business Administration will be admitted into the major once admitted into upper division. There is no secondary major application process once admitted into upper division. (Major application details are subject to change).

## Course Sequencing

Below is a suggested sequencing of Business Administration courses once a student has been admitted into upper division business and has completed all prerequisite upper division core courses as defined by the course descriptions. Individual students' schedules may vary based on previous coursework.

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5
<b>ACCTG 3600 or 3601</b> <b>FINAN 3040 or 3041</b> <b>MGT 3810 or WRTG 3016 (CW)</b> <b>MGT 3680 or 3681</b>	<b>ACCTG 5000</b> <b>MKTG 3010 or 3011</b> <b>FINAN 3050</b> <b>IS 4410 or 4411</b>	<b>FINAN 5000</b> <b>MGT 5000</b> <b>OIS 3660 or OIS 3661</b> <b>Global Perspectives I</b> <i>Choose one:</i> <b>ACCTG 5140, BUS 2900,</b> <b>FINAN 4550, MKTG 4840,</b> <b>MGT 3430, MGT 4900, or</b> <b>OIS 5620)</b>	<b>OIS 5000</b> <b>MKTG 5000</b> <b>MGT 3410 or ACCTG 3410</b> <b>Business &amp; Humanities</b> <i>(from approved list)</i>	<b>MGT 5700</b> <b>Business &amp; Social Science</b> <i>(from approved list)</i> <b>Global Perspectives II/</b> <b>University International</b> <b>Requirement</b> – (any University IR) see approved list on the “Class Schedule” for the respective semester

## 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 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 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 to [mastersinfo@business.utah.edu](mailto:mastersinfo@business.utah.edu).