

# Business Administration

School of Management  
Department of Business Administration  
(907) 474-7253  
www.uaf.edu/som/bad.html

## B.B.A. Degree

Minimum Requirements for Degrees: 124 credits

The business administration department offers professional education to students interested in management, finance, human resource management, international business, marketing and travel industry management.

Competent management practices require an education that is both broad and deep. The business administration program prepares graduates to meet complex technical, economic and social problems and enables them to apply imaginative and responsible leadership to the needs of industry and government.

The undergraduate and graduate programs are accredited by the International Association for Management Education.

### Admission Standards to UAF School of Management's Upper-Division Courses, effective Fall 2005

- Complete at least 30-40 credits with a cumulative GPA of 2.25 or higher.
- Complete the following courses with a grade of "C" or better:
  - ACCT 261—Accounting Concepts and Uses I ..... 3
  - ACCT 262—Accounting Concepts and Uses II ..... 3
  - STAT 200—Elementary Probability and Statistics..... 3
  - AIS 101—Effective Personal Computer Use ..... 3
  - COMM 131X—Fundamentals of Oral Communication:
    - Group Context (3)
    - or COMM 141X Fundamentals of Oral Communication:
      - Public Context (3) ..... 3
  - ECON 200—Principles of Economics ..... 4
  - ENGL 111X—Introduction to Academic Writing..... 3
  - ENGL 211X—Academic Writing about Literature (3)
    - or ENGL 213X—Academic Writing about Social and Natural Sciences (3)..... 3
  - MATH 262X—Calculus for Business and Economics ..... 4
- Complete at least 9 credits that satisfy UAF's Baccalaureate Core in Perspectives on the Human Condition and Natural Sciences.

### Conditional Admission to Upper Division courses

A student wishing to take upper division courses may do so for one semester only, while completing lower level deficiencies, with approval of the director of undergraduate studies.

## Major—B.B.A. Degree

### Concentrations: Finance, General Business, Management and Organizations, Marketing

- Complete the general university requirements (page 106. As part of the core curriculum requirements, complete: PHIL 322X\* or PS 300X\* or NRM 303X\*; and MATH 262X\*.)
- Complete the B.B.A. degree requirements (page 113. As part of the Common Body of Knowledge, complete AIS 310.)
- Complete the following:\*
  - BA 151—Introduction to Business..... 3
  - ENGL 314W,O/2—Technical Writing ..... 3
- Complete the following program (major) requirements:\*
  - ACCT 352—Management Accounting ..... 3
  - BA 307—Personnel Management..... 3
  - ECON 321—Intermediate Microeconomics (3)
    - or ECON 322—Managerial Economics (3) ..... 3
- Complete free electives:\*\* ..... 11
- Complete 1 of the following concentrations:\*

#### Finance

- Complete the following:
  - BA 423W—Investment Analysis ..... 3
  - BA 424—Real Estate and Alternative Investments..... 3
  - BA 454O—Student Investment Fund ..... 3
  - BA 455—Portfolio Management ..... 3
  - BA 461—International Finance..... 3

#### General Business

- Complete any 5 courses from these concentrations: finance, management and organizations, and marketing. .... 15  
*Note: At least one course must be designated writing intensive (W).*

#### Management and Organizations

- Complete the following:
  - BA 317W—Employment Law ..... 3
  - BA 447W,O—Compensation Management ..... 3
  - BA 456W—Small Business Management ..... 3
  - BA 457—Training and Management Development..... 3
  - BA 460O—International Business..... 3

#### Marketing

- Complete the following:
  - BA 436—Consumer Behavior ..... 3
  - BA 441—Promotion Management ..... 3
  - BA 445W—Marketing Research ..... 3
  - BA 490—Services Marketing..... 3
  - BA 491—Current Topics in Marketing..... 3

- Minimum credits required ..... 124

\* Student must earn a C grade or better in each course.

\*\* Business students may earn a minor as long as their business degree requirements are first met.

*Note: The B.B.A. degree requires 50 percent of the accounting, business administration and economics credits to be earned in residence at UAF*

*Note: Only one bachelor of business administration degree may be earned with a concentration in general business, finance, management and organizations, or marketing.*

**Minor\*\***

**General Business**

1. Complete the following:  
BA 151—Introduction to Business..... 3
2. Complete 4 of the following:  
ACCT 261—Accounting Concepts and Uses I ..... 3  
BA 307—Personnel Management..... 3  
BA 325—Financial Management..... 3  
BA 343—Principles of Marketing..... 3  
BA 360—Operations Management..... 3  
BA 390—Organizational Theory and Behavior ..... 3  
ECON 200—Principles of Economics ..... 4
3. Minimum credits required ..... 15

**Management and Organizations**

1. Complete the following:  
BA 151—Introduction to Business..... 3  
BA 307—Personnel Management..... 3  
BA 390—Organizational Theory and Behavior ..... 3
2. Complete 2 of the following:  
BA 317W—Employment Law ..... 3  
BA 330—The Legal Environment of Business..... 4  
BA 447W,O—Compensation Management ..... 3  
BA 456W—Small Business Management ..... 3  
BA 457—Training and Management Development..... 3  
BA 460O—International Business..... 3
3. Minimum credits required ..... 15-16

**Marketing**

1. Complete the following:  
BA 343—Principles of Marketing..... 3  
BA/PSY 436—Consumer Behavior ..... 3  
BA 441—Promotion Management ..... 3  
BA 490—Services Marketing..... 3
2. Complete 1 of the following:  
BA/JRN 326—Principles of Advertising ..... 3  
BA 445W—Marketing Research..... 3  
BA 491—Current Topics in Marketing..... 3  
JRN 433—Public Relations ..... 3
3. Minimum credits required ..... 15

*\*\* For a bachelor of arts or bachelor of science degree.*

*Note: Students interested in pursuing a minor are reminded to review course descriptions for prerequisite requirements. The following is strongly emphasized by the School of Management:*

*ACCT 261, ECON 200 and 227, and MATH 262X are prerequisites for BA 360.*

*ECON 200 and STAT 200 are prerequisites for BA 325. BA 343 is highly recommended as a prerequisite for BA 441, 490 and 491. BA 343, STAT 200 or equivalent, upper-division standing are prerequisite requirements for BA 445.*

*JRN 301 or permission of instructor is prerequisite for JRN 433.*

**Note: Page numbers refer to the UAF 2004-2005 academic catalog, which can be viewed online at [www.uaf.edu/catalog/](http://www.uaf.edu/catalog/).**

**General University Requirements**

**All degrees (e.g. B.A., B.S., etc.) require additional courses. Refer to specific degree and program requirements.**

**COMMUNICATIONS (9)**

**Complete the following:**

- ENGL 111X ..... (3) \_\_\_\_\_
- ENGL 211X OR 213X ..... (3) \_\_\_\_\_
- COMM 131X OR 141X ..... (3) \_\_\_\_\_

**LIBRARY & INFORMATION SKILLS (0-1)**

**Complete the following:**

- LS 100X OR 101X ..... (0-1) \_\_\_\_\_
- OR Successful completion of library skills competency test.

**PERSPECTIVES ON THE HUMAN CONDITION (18)**

**Complete either the following six courses:**

- ANTH 100X OR SOC 100X ..... (3) \_\_\_\_\_
- ECON/PS 100X ..... (3) \_\_\_\_\_
- HIST 100X ..... (3) \_\_\_\_\_
- ART/MUS/THR 200X, HUM 201X OR ANS 202X ..... (3) \_\_\_\_\_
- ENGL/FL 200X ..... (3) \_\_\_\_\_
- PHIL 322X, NRM 303X, COMM 300X, PS 300X OR JUST 300X ..... (3) \_\_\_\_\_

**OR Complete 12 cr from the above list PLUS two semester-length courses in a single non-English or Alaska Native language at the university level OR three semester-length courses (9 cr) in American Sign Language.**

**MATHEMATICS (3-4)**

**Complete 3-4 credits from the following:**

- MATH 107X ..... (3) \_\_\_\_\_
- OR MATH 131X (except for BBA) ..... (3) \_\_\_\_\_
- OR MATH 161X ..... (3) \_\_\_\_\_
- MATH 200X ..... (4) \_\_\_\_\_
- MATH 201X ..... (4) \_\_\_\_\_
- MATH 202X ..... (4) \_\_\_\_\_
- MATH 262X ..... (4) \_\_\_\_\_
- MATH 272X ..... (3) \_\_\_\_\_

**NOTE:** Additional 3 cr of math needed for degree requirements.

**NATURAL SCIENCES (8)**

**Complete 8 credits from the following:**

- ATM 101X ..... (4) \_\_\_\_\_
- BIOL 103X OR 104X ..... (4) \_\_\_\_\_
- BIOL 105X-106X ..... (8) \_\_\_\_\_
- BIOL 111X-112X ..... (8) \_\_\_\_\_
- CHEM 100X ..... (4) \_\_\_\_\_
- CHEM 103X-104X ..... (8) \_\_\_\_\_
- CHEM 105X-106X ..... (8) \_\_\_\_\_
- GEOG 205X ..... (4) \_\_\_\_\_
- GEOS 100X OR 120X OR 125X ..... (4) \_\_\_\_\_
- GEOS 101X-112X ..... (8) \_\_\_\_\_
- MSL 111X ..... (4) \_\_\_\_\_
- PHYS 102X OR 175X ..... (4) \_\_\_\_\_
- PHYS 103X-104X ..... (8) \_\_\_\_\_
- PHYS 211X-212X ..... (8) \_\_\_\_\_
- PHYS 211X-213X ..... (8) \_\_\_\_\_
- PHYS 212X-213X ..... (8) \_\_\_\_\_

