

# Business Administration

School of Management  
Department of Business Administration  
(907) 474-7253  
www.uafsom.com/badegree.html

## B.B.A. Degree

Minimum Requirements for Degree: 120 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 Association to Advance Collegiate Schools of Business.

### Admission Standards to UAF School of Management's Upper-Division Courses

A student wishing to take upper division courses in accounting, accounting information systems or business administration must first complete the following courses.

1. Complete at least 30-40 credits with a cumulative GPA of 2.25 or higher.
2. 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
3. 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 in accounting, accounting information systems and business administration 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

1. Complete the general university requirements. (See page 112. As part of the core curriculum requirements, complete: BA 323X\*; and MATH 262X\*.)
2. Complete the B.B.A. degree requirements. (See page 120. As part of the Common Body of Knowledge, complete AIS 310.)

3. Complete the following:\*
  - BA 151—Introduction to Business ..... 3
  - ENGL 314W,O/2—Technical Writing..... 3
4. 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
  - BA 460—International Business ..... 3
5. Complete one of the following concentrations:\*

#### Finance

- a. 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

- a. Complete any five 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

- a. 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 467—Current Topics in Management..... 3

#### Marketing

- a. 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
6. Minimum credits required ..... 120

\* 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 met first.

*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\*

### Finance

1. Complete the following:
  - ACCT 261—Accounting Concepts and Uses I..... 3
  - BA 151—Introduction to Business ..... 3
  - BA 325—Financial Management ..... 3
  - ECON 200—Principles of Economics ..... 4
2. Complete one of the following with instructor permission:
  - BA 424—Real Estate and Alternative Investments ..... 3
  - BA 454O—Student Investment Fund..... 3
  - BA 461—International Finance ..... 3
3. Minimum credits required ..... 16

### General Business

1. Complete the following:
  - BA 151—Introduction to Business ..... 3

- Complete four 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
- Minimum credits required ..... 15-16

### Management and Organizations

- Complete the following:  
BA 151—Introduction to Business..... 3
- Complete four of the following:  
BA 307—Personnel Management..... 3  
BA 317W—Employment Law ..... 3  
BA 325—Financial Management..... 3  
BA 330—The Legal Environment of Business..... 4  
BA 343—Principles of Marketing..... 3  
BA 360—Operations Management..... 3  
BA 390—Organizational Theory and Behavior..... 3
- Minimum credits required ..... 15-16

### Marketing

- Complete the following:  
BA 343—Principles of Marketing..... 3  
BA 436—Consumer Behavior ..... 3  
BA 441—Promotion Management ..... 3  
BA 490—Services Marketing..... 3
- Complete one of the following:  
BA 445W—Marketing Research..... 3  
BA 491—Current Topics in Marketing..... 3
- Minimum credits required ..... 15

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

Note: To take BA 300 level courses as a minor, students must receive approval from the director of undergraduate studies to be admitted in a Business Administration minor, meet all prerequisites for BA 300-level classes, have a cumulative GPA of 2.25 and be of junior standing. Students interested in pursuing a minor are reminded to review course descriptions for prerequisite requirements.

Note: Page numbers refer to the UAF 2006-2007 academic catalog, which can be viewed online at [www.uaf.edu/catalog/](http://www.uaf.edu/catalog/).

## Baccalaureate Core Requirements

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

### COMMUNICATION (9)

#### Complete the following:

ENGL 111X ..... (3) \_\_\_\_\_  
*ENGL 190H may be substituted.*

#### Complete one of the following:

ENGL 211X OR ENGL 213X ..... (3) \_\_\_\_\_

#### Complete one of the following:

COMM 131X OR COMM 141X..... (3) \_\_\_\_\_

### PERSPECTIVES ON THE HUMAN CONDITION (18)

#### Complete all of the following four courses:

ANTH 100X/SOC 100X..... (3) \_\_\_\_\_  
ECON 100X OR PS 100X ..... (3) \_\_\_\_\_  
HIST 100X..... (3) \_\_\_\_\_  
ENGL/FL 200X..... (3) \_\_\_\_\_

#### Complete one of the following three courses:

ART/MUS/THR 200X, HUM 201X OR ANS 202X ..... (3) \_\_\_\_\_

#### Complete one of the following six courses:

BA 323X, COMM 300X, JUST 300X, NRM 303X,  
PS 300X OR PHIL 322X..... (3) \_\_\_\_\_

#### OR complete 12 credits from the above courses PLUS

- two semester-length courses in a single Alaska Native language or other non-English language OR
- three semester-length courses (9 credits) in American Sign Language taken at the university level.

### MATHEMATICS (3)

#### Complete one of the following:

MATH 107X, MATH 161X OR MATH 103X..... (3-4) \_\_\_\_\_  
*\* No credit may be earned for more than one of MATH 107X or 161X.*

#### OR complete one of the following:\*

MATH 200X, MATH 201X, MATH 202X,  
MATH 262X OR MATH 272X..... (4) \_\_\_\_\_  
*\*Or any math course having one of these as a prerequisite*

### NATURAL SCIENCES (8)

#### Complete any two (4-credit) courses:

ATM 101X ..... (4) \_\_\_\_\_  
BIOL 100X..... (4) \_\_\_\_\_  
BIOL 103X..... (4) \_\_\_\_\_  
BIOL 104X..... (4) \_\_\_\_\_  
BIOL 105X..... (4) \_\_\_\_\_  
BIOL 106X..... (4) \_\_\_\_\_  
BIOL 111X..... (4) \_\_\_\_\_  
BIOL 112X..... (4) \_\_\_\_\_  
CHEM 100X..... (4) \_\_\_\_\_  
CHEM 103X..... (4) \_\_\_\_\_  
CHEM 104X..... (4) \_\_\_\_\_  
CHEM 105X..... (4) \_\_\_\_\_  
CHEM 106X..... (4) \_\_\_\_\_  
GEOG 205X..... (4) \_\_\_\_\_  
GEOS 100X..... (4) \_\_\_\_\_  
GEOS 101X..... (4) \_\_\_\_\_  
GEOS 112X..... (4) \_\_\_\_\_  
GEOS 120X..... (4) \_\_\_\_\_  
GEOS 125X..... (4) \_\_\_\_\_  
MSL 111X..... (4) \_\_\_\_\_  
PHYS 102X..... (4) \_\_\_\_\_  
PHYS 103X..... (4) \_\_\_\_\_  
PHYS 104X..... (4) \_\_\_\_\_  
PHYS 115X..... (4) \_\_\_\_\_  
PHYS 116X..... (4) \_\_\_\_\_  
PHYS 175X..... (4) \_\_\_\_\_  
PHYS 211X..... (4) \_\_\_\_\_  
PHYS 212X..... (4) \_\_\_\_\_  
PHYS 213X..... (4) \_\_\_\_\_

### LIBRARY AND INFORMATION RESEARCH (0-1)

Successful completion of library skills competency test OR

LS 100X or 101X prior to junior standing ..... (0-1) \_\_\_\_\_

### UPPER-DIVISION WRITING AND ORAL COMMUNICATION (0)

#### Complete the following:

Two writing intensive courses designated (W) ..... (0) \_\_\_\_\_  
One oral communication intensive course designated (O) ..... (0) \_\_\_\_\_  
OR two oral communication intensive courses designated (O/2), at the upper-division level (see degree and/or major requirements)..... (0) \_\_\_\_\_

**TOTAL CREDITS REQUIRED..... 38-39**