

BUSINESS ADMINISTRATION

School of Management
Department of Business Administration
907-474-7461
www.uaf.edu/som/programs/ba/

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.

Major — B.B.A. Degree

Concentrations: Finance, General Business, and Marketing

1. Complete the general university requirements. (See page 132. As part of the core curriculum requirements, complete: BA F323X*; and MATH F262X*.)
2. Complete one oral intensive course designated (O) and one oral intensive designated (O/2), or complete two oral intensive courses designated (O), or complete three oral intensive courses designated (O/2).
3. Complete the B.B.A. degree requirements. (See page 140. As part of the Common Body of Knowledge, complete AIS F310.)
4. Complete the following:*
BA F151—Introduction to Business..... 3
ENGL F314W,O/2—Technical Writing..... 3
5. Complete the following program (major) requirements:*
BA F307—Introductory Human Resource Management..... 3
ECON F321—Intermediate Microeconomics (3)
or ECON F351—Public Finance 3
BA F460O—International Business (3)
or BA F461—International Finance (3)
or ECON F463W—International Economics (3)..... 3
6. Complete an additional 6 credits from ACCT, BA or ECON..... 6
7. Complete one of the following concentrations:*
 - a. **Finance**
Complete four of the following:
BA F423W—Investment Analysis..... 3
BA F424—Real Estate and Alternative Investments 3
BA F454O—Student Investment Fund..... 3
BA F455—Portfolio Management 3
BA F461—International Finance 3
 - b. **General Business**
Complete four School of Management courses (of which at least three must be BA courses) approved by the undergraduate director and of which at least 6 hours must be upper-division. *Note: At least one course must be designated writing intensive (W).*

c. Marketing

Complete four of the following:

BA F241—Advertising, Sales and Promotion	3
BA F436—Consumer Behavior	3
BA F445W—Marketing Research	3
BA F490—Services Marketing.....	3
BA F491—Current Topics in Marketing.....	3

8. Minimum credits required..... 120

* Students must earn a C grade (2.0) 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 finance, general business, or marketing.

Minor*

Finance

1. Complete the following:
ACCT F261—Accounting Concepts and Uses I 3
BA F151—Introduction to Business..... 3
BA F325—Financial Management..... 3
ECON F200—Principles of Economics 4
2. Complete one of the following with instructor permission:
BA F423W—Investment Analysis..... 3
BA F424—Real Estate and Alternative Investments 3
BA F461—International Finance 3
3. Minimum credits required..... 16

General Business

1. Complete five School of Management courses (of which at least three must be B.A. courses) approved by the undergraduate director and of which at least 6 hours must be upper-division.
2. Minimum credits required..... 15

Management and Organizations

1. Complete five of the following:
BA F151—Introduction to Business..... 3
BA F307—Introductory Human Resource Management..... 3
BA F317W—Employment Law..... 3
BA F325—Financial Management 3
BA F330—The Legal Environment of Business..... 4
BA F343—Principles of Marketing..... 3
BA F360—Operations Management..... 3
BA F390—Organizational Theory and Behavior 3
ECON F200—Principles of Economics 4
2. Minimum credits required..... 15

Marketing

1. Complete five courses from the following:
STAT F200X—Elementary Probability and Statistics 3
BA F151—Introduction to Business..... 3
BA F241—Advertising, Sales and Promotion 3
BA F343—Principles of Marketing..... 3
BA F436—Consumer Behavior..... 3
BA F490—Services Marketing..... 3
BA F491—Current Topics in Marketing..... 3
2. Minimum credits required..... 15

Sports Management

- 1. Required:
 - BA F280—Sports Leadership..... 3
 - BA F281—Sports Management 3
 - 2. Complete nine credit hours from the following:
 - ACCT F261—Accounting Concepts and Uses I 3
 - AIS F310—Management of Information Systems..... 3
 - BA F151—Introduction to Business..... 3
 - BA F253—Internship in Business..... 3
 - BA F307—Introductory Human Resource Management..... 3
 - BA F390—Organizational Theory and Behavior 3
 - BA F457—Training and Management Development 3
 - PSY F337W—Sports Psychology 3
 - JRN F260—Sports Journalism..... 3
 - 3. Minimum credits required 15
- * Minors applicable to a bachelor of arts or bachelor of science degree.

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

Baccalaureate Core Requirements

(Note: all courses for Core must be at C- or higher.)

COMMUNICATION (9)

Complete the following:

ENGL F111X(3) _____
ENGL F190H may be substituted.

Complete one of the following:

ENGL F211X OR ENGL F213X(3) _____

Complete one of the following:

COMM F131X OR COMM F141X(3) _____

PERSPECTIVES ON THE HUMAN CONDITION (18)

Complete all of the following four courses:

ANTH F100X/SOC F100X(3) _____
ECON F100X OR PS F100X(3) _____
HIST F100X(3) _____
ENGL/FL F200X(3) _____

Complete one of the following three courses:

ART/MUS/THR F200X, HUM F201X OR ANS F202X (3) _____

Complete one of the following six courses:

BA F323X, COMM F300X, JUST F300X, NRM F303X,
PS F300X OR PHIL F322X(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 F103X, MATH F107X, MATH F161X OR
STAT F200X(3 – 4) _____
* No credit may be earned for more than one of MATH F107X or F161X.

OR complete one of the following:*

MATH F200X, MATH F201X, MATH F202X,
MATH F262X OR MATH F272X(4) _____
*Or any math course having one of these as a prerequisite.

NATURAL SCIENCES (8)

Complete any two (4-credit) courses:

ATM F101X(4) _____
BIOL F100X(4) _____
BIOL F103X(4) _____
BIOL F104X(4) _____
BIOL F111X(4) _____
BIOL F112X(4) _____
BIOL F115X(4) _____
BIOL F116X(4) _____
CHEM F100X(4) _____
CHEM F103X(4) _____
CHEM F104X(4) _____
CHEM F105X(4) _____
CHEM F106X(4) _____
GEOG F111X(4) _____
GEOS F100X(4) _____
GEOS F101X(4) _____
GEOS F112X(4) _____
GEOS F120X(4) _____
GEOS F125X(4) _____
MSL F111X(4) _____
PHYS F102X(4) _____
PHYS F103X(4) _____
PHYS F104X(4) _____
PHYS F115X(4) _____
PHYS F116X(4) _____
PHYS F175X(4) _____
PHYS F211X(4) _____
PHYS F212X(4) _____
PHYS F213X(4) _____

LIBRARY AND INFORMATION RESEARCH (0 – 1)

Successful completion of library skills competency test **OR**
LS F100X or F101X prior to junior standing(0 – 1) _____

UPPER-DIVISION WRITING AND ORAL COMMUNICATION (0)

Complete the following:

Two writing intensive courses designated (W)(0) _____
and 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) _____

CORE CREDITS REQUIRED 38 – 39

Minimum credits required for degree 120



UNIVERSITY OF ALASKA FAIRBANKS

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