

# BUSINESS ADMINISTRATION

School of Management  
 Department of Business Administration  
 907-474-7461  
[www.uaf.edu/som/degrees/undergraduate/ba/](http://www.uaf.edu/som/degrees/undergraduate/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

- Complete the general university requirements. (See page 144. As part of the core curriculum requirements, complete: BA F323X\*; and MATH F222X\*.)
- 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).
- Complete the B.B.A. degree requirements. (See page 144. As part of the Common Body of Knowledge, complete AIS F310.)
- Complete the following:\*
  - BA F151—Introduction to Business.....3
  - ENGL F314W,O/2—Technical Writing .....3
- 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 F460—International Business (3)  
or BA F461—International Finance (3)  
or ECON F463W—International Economics (3).....3
- Complete an additional 6 credits from ACCT, BA or ECON .....6
- Complete one of the following concentrations:\*
  - 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
  - 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).*
  - 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
- Minimum credits required .....120

\* Students 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 finance, general business or marketing.*

## Minor\*

### Finance

- Complete the following:
  - ACCT F261—Principles of Financial Accounting.....3
  - BA F151—Introduction to Business.....3
  - BA F325—Financial Management .....3
  - ECON F201—Principles of Economics I: Microeconomics .....3
- 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
- Minimum credits required .....15

### General Business

- Complete five 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.
- Minimum credits required .....15

### Management and Organizations

- 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 F201—Principles of Economics I: Microeconomics .....3
- Minimum credits required .....15

### Marketing

- Complete five courses from the following:
  - 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
  - ECON F227—Intermediate Statistics for Economics and Business .....3
- Minimum credits required .....15

### Sports Management

- Complete the following:
  - BA F280—Sports Leadership.....3
  - BA F281—Sports Management.....3
- Complete nine credit hours from the following:
  - ACCT F261—Principles of Financial Accounting.....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
- Minimum credits required .....15



## Baccalaureate Core Requirements

### Communication . . . . . 9 Credits

- ENGL F111X—Introduction to Academic Writing.....(3)

Complete one of the following:

- ENGL F211X—Academic Writing about Literature.....(3)
- ENGL F213X—Academic Writing about the Social and Natural Sciences.....(3)

Complete one of the following:

- COMM F121X—Introduction to Interpersonal Communication.....(3)
- COMM F131X—Fundamentals of Oral Communication: Group Context.....(3)
- COMM F141X—Fundamentals of Oral Communication: Public Context.....(3)

### Perspectives on the Human Condition . . . . . 18 Credits

Complete all of the following four courses:

- ANTH F100X/SOC F100X—Individual, Society and Culture.....(3)
- ECON F100X or PS F100X—Political Economy.....(3)
- HIST F100X—Modern World History.....(3)
- ENGL/FL F200X—World Literature.....(3)

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Complete one of the following three courses:

- ART/MUS/THR F200X—Aesthetic Appreciation: Interrelationship of Art, Drama and Music.....(3)
- HUM F201X—Unity in the Arts.....(3)
- ANS F202X—Aesthetic Appreciation of Alaska Native Performance.....(3)

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Complete one of the following six courses:

- BA F323X—Business Ethics.....(3)
- COMM F300X—Communicating Ethics.....(3)
- JUST F300X—Ethics and Justice.....(3)
- NRM F303X—Environmental Ethics and Actions.....(3)
- PS F300X—Ethics and Society.....(3)
- PHIL F322X—Ethics.....(3)

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Or complete 12 credits from the above courses plus one of the following:

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

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### Mathematics . . . . . 3 Credits

Complete one of the following:

- MATH F113X—Concepts and Contemporary Applications of Mathematics.....(3)
- MATH F151X—College Algebra for Calculus\*.....(4)
- MATH F152X—Trigonometry.....(4)
- MATH F156X—Precalculus.....(4)
- MATH F122X—Algebra for Business and Economics\*\*.....(3)
- STAT F200X—Elementary Probability and Statistics.....(3)

\* No credit may be earned for more than one of MATH F151X or F122X.

Or complete one of the following\*:

- MATH F251X—Calculus I\*\*.....(4)
- MATH F252X—Calculus II.....(4)
- MATH F253X—Calculus III.....(4)
- MATH F222X—Calculus for Business and Economics.....(4)
- MATH F232X—Calculus for Life Sciences.....(4)

\* Or any math course having one of these as a prerequisite

\*\* No credit may be earned for more than one of MATH F251X, F222X or F232X.

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### Natural Sciences . . . . . 8 Credits

Complete any two (4-credit) courses.

- ATM F101X—Weather and Climate of Alaska.....(4)
- BIOL F100X—Human Biology.....(4)
- BIOL F101X—Introduction to Animal Behavior.....(4)
- BIOL F103X—Biology and Society.....(4)
- BIOL F104X—Natural History.....(4)
- BIOL F115X—Fundamentals of Biology I.....(4)
- BIOL F116X—Fundamentals of Biology II.....(4)
- BIOL F120X—Introduction to Human Nutrition.....(4)
- BIOL F213X—Human Anatomy and Physiology I.....(4)
- BIOL F214X—Human Anatomy and Physiology II.....(4)
- CHEM F100X—Chemistry in Complex Systems.....(4)
- CHEM F103X—Basic General Chemistry.....(4)
- CHEM F104X—Beginnings in Biochemistry.....(4)
- CHEM F105X—General Chemistry.....(4)
- CHEM F106X—General Chemistry.....(4)
- GEOG F111X—Earth and Environment: Elements of Physical Geography.....(4)
- GEOS F100X—Introduction to Earth Science.....(4)
- GEOS F101X—The Dynamic Earth.....(4)
- GEOS F106X—Life and the Age of Dinosaurs.....(4)
- GEOS F112X—History of Earth and Life.....(4)
- GEOS F120X—Glaciers, Earthquakes and Volcanoes.....(4)
- GEOS F125X—Humans, Earth and Environment.....(4)
- MSL F111X—The Oceans.....(4)
- PHYS F102X—Energy and Society.....(4)
- PHYS F103X—College Physics.....(4)
- PHYS F104X—College Physics.....(4)
- PHYS F115X—Physical Science I.....(4)
- PHYS F175X—Astronomy.....(4)
- PHYS F211X—General Physics.....(4)
- PHYS F212X—General Physics.....(4)
- PHYS F213X—Elementary Modern Physics.....(4)

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### Library and Information Research . . . . . 0-1 Credit

- Successful completion of library skills competency test or LS F100X or LS F101X prior to junior standing

0-1

### Upper-Division Writing and Oral Communication

Complete the following at the upper-division level:

- Two writing intensive courses designated (W) and one oral communication intensive course designated (O), or two oral communication intensive courses designated (O/2) (see degree and/or major requirements)

Total credits required 38-39

All degrees (e.g. B.A., B.S., etc.) require additional courses.

Refer to specific degree and program requirements.

Students must earn a C- grade or better in each course used toward the baccalaureate core.

