Major—B.B.A. Degree

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

1. 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*.)

2. Complete the B.B.A. degree requirements (page 113. 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)  

5. Complete free electives: ** .............................................11  

6. Complete 1 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 5 courses from these concentrations: finance, management and organizations, and marketing ................15  

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 460O—International Business .....................................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  

7. 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: At least one course must be designated writing intensive (W).
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/PSY 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.

MATHMATICS (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)