



Business Administration

School of Management
Department of Business Administration

(907) 474-7253
www.uaf.edu/som/bad.html

Degrees: B.B.A., M.B.A.
Minimum Requirements for Degrees: B.B.A.: 124 credits;
M.B.A.: 30 credits

The business administration department offers professional education applicable to the fields of management, finance, human resource management, international business, marketing and travel industry management to individuals interested in entering industry or government.

The program prepares graduates to meet the complex problems of the technical, economic and social environment and to enable them to provide imaginative and responsible leadership to industry and government.

The UAF program recognizes that competence in the practice of management necessitates education in both breadth and depth. Both undergraduate and graduate programs are accredited by AACSB — the International Association for Management Education.

UNDERGRADUATE PROGRAM

MAJOR

Business Administration—B.B.A. Degree
Concentrations: Finance, General Business, Management and Organizations, Marketing

1. Complete the general university requirements (page 28). (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 34). (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
5. Complete the following electives:**
 - Electives outside the School of Management 5
 - Free electives (inside or outside School of Management) 6
6. Complete 1 of the following concentrations:*

Finance

- BA 420—Portfolio Theory and Asset Pricing 3
- BA 423W—Investment Analysis 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
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: The B.B.A. degree requires 50 percent of the accounting, business administration and economics credits to be earned in residence at UAF.

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



University of Alaska Fairbanks

Admissions • P.O. Box 757480 • Fairbanks, AK 99775-7480 • admissions@uaf.edu • www.uaf.edu

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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.

Capital Markets

- a. Complete 4 of the following:
 - ACCT 630—Taxation and Management Decisions 3
 - BA 620—Portfolio Theory and Asset Pricing 3
 - BA 662—International Finance 3
 - BA 630—Derivative Securities 3
 - BA 681—Fixed Income Securities and Markets 3
- b. Complete 1 approved elective at the 400 or 600 level 3
- c. Minimum credits required 30

General Management

- a. Complete 4 of the following:
 - ACCT 650—Management Accounting Seminar 3
 - AIS 673—Information Technology Management 3
 - BA 607—Human Resources Management 3
 - BA 647—Compensation Issues and Management 3
 - BA 660—Seminar in Operations Management 3
 - BA 670—Seminar in Multinational Business Management 3
 - BA 683—Advanced topics in Marketing 3
 - BA 691—Advanced Topics in Business 3
- b. Complete 1 approved elective at the 400 or 600 level 3
- c. Minimum credits required 30

GRADUATE PROGRAM

Business Administration—M.B.A. Degree

Concentrations: Capital Markets, General Management

- 1. Complete the admission process including the following:
 - a. Submit results from the GMAT.
 - 2. Complete the general university requirements (page 43).
 - 3. Complete the master's degree requirements (page 46).
 - 4. Complete the following foundation courses if previous college work is not in business:
 - ACCT 602—Accounting for Managers 3
 - BA 325—Financial Management 3
 - BA 330—The Legal Environment of Business 3
 - BA 343—Principles of Marketing 3
 - BA 360—Operations Management 3
 - BA 390—Organizational Theory and Behavior 3
 - 5. Complete the following advanced MBA core courses after all foundation course requirements (part 4) are completed:
 - BA 617—Organizational Theory for Managers 3
 - BA 643—Marketing Management 3
 - BA 675—Quantitative Methods for Managers 3
 - BA 680—Financial Markets and Strategy 3
 - 6. Complete the following capstone course
 - BA 690—Corporate Strategy 3
 - 7. Complete 1 of the following concentrations:

