Naveen Jindal School of Management

Business Administration (BS)

Bachelor of Science in Business Administration

Degree Requirements (120 semester credit hours)

View an Example of Degree Requirements by Semester

Faculty

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Professor Emeritus: Dale Osborne


Clinical Associate Professors: Shawn Alborz, Larry Chasteen, Sonia Leach, Kannan Ramanathan
Carolyn Reichert, Avanti P. Sethi, Kelly Slaughter, James Szot, Mark Thouin, McClain Watson

**Assistant Professors:** Mehmet Ayvaci, Emily Choi, Bernhard Ganglmair, Dorothée Honhon, Kyle Hyndman, Atanu Lahiri, Sheen Levine, Bin Li, Jun Li, Meng Li, Xiaolin Li, Naim Bugra Ozel, Arzu Ozoguz, Anyan Qi, Alejandro Rivera Mesias, Alessio Saretto, Serdar Simsek, Gonca P. Soysal, Shaojie Tang, Christian Von-Drathen, Malcolm Wardlaw, Steven Xiao, Shengqi Ye, Nir Yehuda, Zhe (James) Zhang, Xiaofei Zhao

**Clinical Assistant Professors:** Athena Alimirzaei, Moran Blueshtein, Judd Bradbury, John Gamino, Ayfer Gurun, Maria Hasenhuttl, Julie Haworth, Jeffery (Jeff) Hicks, Kristen Lawson, Vance Lewis, Liping Ma, Ravi Narayan, Dawn Owens, Parneet Pahwa, Anastasia V. Shcherbakova, Jeanne Sluder, Nassim Sohaee

**Visiting Assistant Professor:** Lale Guler

**Senior Lecturers:** Arthur M. Agulnek, Semiramis Amirpour, Frank Anderson, Anindita Bardhan, Tiffany A. Bortz, Richard Bowen, Monica E. Brussolo, George DeCourcy, Eugene (Gene) Deluke, Alexander Edsel, Amal El-Ashmawi, Carol Flannery, Mary Beth Goodrich, Thomas (Tom) Henderson, Jennifer G. Johnson, Jackie Kimzey, Chris Linsteadt, Michele Lockhart, Joseph Mauriello, Victoria D. McCrady, Edward Meda, Prithi Narasimhan, Madison Pedigo, Matt Polze, James Richards, Debra Richardson, Margaret Smallwood, Steven Solcher, Luell (Lou) Thompson, Amy L. Troutman, Jeremy Vickers, Robert Wright, Kathy Zolton, Hubert Zydorek

I. Core Curriculum Requirements: 42 semester credit hours

**Communication: 6 semester credit hours**

- [COMM 1311](#) Survey of Oral and Technology-based Communication
- [RHET 1302](#) Rhetoric

**Mathematics: 3 semester credit hours**

- [MATH 1325](#) Applied Calculus I

**Life and Physical Sciences: 6 semester credit hours**

Select any 6 semester credit hours from Life and Physical Sciences core courses (see advisor and degree requirements)

**Language, Philosophy and Culture: 3 semester credit hours**

Select any 3 semester credit hours from Language, Philosophy and Culture core courses (see advisor)

**Creative Arts: 3 semester credit hours**
Select any 3 semester credit hours from Creative Arts core courses (see advisor)

American History: 6 semester credit hours

Select any 6 semester credit hours from American History core courses (see advisor)

Government / Political Science: 6 semester credit hours

  GOVT 2305 American National Government
  GOVT 2306 State and Local Government

Social and Behavioral Sciences: 3 semester credit hours

  ECON 2301 Principles of Macroeconomics

Component Area Option: 6 semester credit hours

  MATH 1326 Applied Calculus II
  ECON 2302 Principles of Microeconomics

II. Major Requirements: 62-68 semester credit hours (depending on the general or specific concentration plan)

Major Preparatory Courses: 15 semester credit hours beyond Core Curriculum

  ACCT 2301 Introductory Financial Accounting
  ACCT 2302 Introductory Management Accounting
  BLAW 2301 Business and Public Law
  ECON 2301 Principles of Macroeconomics
  ECON 2302 Principles of Microeconomics
  MATH 1325 Applied Calculus I
  MATH 1326 Applied Calculus II
  OPRE 3333 Quantitative Business Analysis
  or MATH 2333 Matrices, Vectors, and Their Application
  STAT 3360 Probability and Statistics for Management and Economics
or **OPRE 3360** Managerial Methods in Decision Making Under Uncertainty

**Major Core Courses: 29 semester credit hours**

**BA 1100** Business Basics and **BA 3100** Professional Development

or **BA 3200** Introduction to Business Professional Development and Business Communication

**BCOM 3310** Business Communication

**BCOM 4350** Advanced Business Communication

**FIN 3320** Business Finance

**ITSS 3300** Information Technology for Business

**OPRE 3310** Operations Management

**OBHR 3310** Organizational Behavior

**MKT 3300** Principles of Marketing

**BPS 4305** Strategic Management

or **ENTP 3320** with prior permission of instructor

**IMS 3310** International Business

**Major Related Courses: 18-24 semester credit hours (depending on the general or specific concentration plan)**

Students may follow a general Business Administration degree plan or instead choose a concentration from the following:

- Business Analytics
- Business Economics
- Energy Management
- Innovation and Entrepreneurship
- Insurance
- Real Estate Investment Management
- Sales

Each Concentration has core courses plus concentration electives.

**General Business Option**
Core course (3 semester credit hours)

   **ENTP 3301** Innovation and Entrepreneurship

Electives (15 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

   **BA 4V90** Management Internship

   **BA 4090** Management Internship

Choose from the following to fulfill remaining Elective semester credit hours. At least 1 course from 3 of the 6 groups.

Group 1: Management - ENTP or OBHR prefixes

Group 2: Marketing - MKT prefix

Group 3: Finance and Accounting - ACCT, ENGY, FIN, MECO, REAL or RMIS prefixes

Group 4: Information Systems - ITSS prefix

Group 5: Business Environment - BCOM, BPS, BLAW, HMGT, or IMS prefixes

Group 6: Operations Management - OPRE prefix

**Business Analytics Concentration**

Core Courses (12 semester credit hours)

   **FIN 3390** Introduction to Financial Modeling

   **FIN 3395** Financial Modeling and Valuation

   **MKT 3340** Marketing Research

   **OBHR 4337** HR Analytics

Electives (9 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

   **FIN 4V80** Practicum in Finance

   **FIN 4080** Practicum in Finance
ITSS 4V90 ITSS Internship
ITSS 4090 Information Technology and Systems Internship
MKT 4V90 Marketing Internship
MKT 4090 Marketing Internship

Choose from the following to fulfill remaining Elective semester credit hours:

ACCT 4301 or ITSS 4301 Database Systems
ITSS 3312 Object-Oriented Programming
ITSS 4300 Database Fundamentals
OPRE 4320 or ITSS 4343 Integrated SCM Information Systems

Business Economics Concentration

Core Courses (15 semester credit hours)

FIN 3350 Macroeconomics and Financial Markets
MECO 4351 Industrial Organization and Corporate Strategy
MECO 4352 Applied Econometrics and Times Series Analysis

And two courses approved by the department

Electives (9 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

BA 4V90 Management Internship
BA 4090 Management Internship

Choose from the following to fulfill remaining Elective semester credit hours:

FIN 3390 Introduction to Financial Modeling
MECO 4342 Financial and Business Negotiation Analysis
RMIS 3370 or FIN 3370 Principles of Risk Management and Insurance
REAL 3305 or FIN 3305 Real Estate Principles
MKT 3340  Marketing Research

Energy Management Concentration

Core Courses (15 semester credit hours)

MECO 3300 or ENGY 3300  Introduction to Energy Technology
FIN 4313 or ENGY 4313  Energy Finance
MECO 3330 or ENGY 3330  Energy Economics
MECO 4300 or ENGY 4300  Energy Land Management
MKT 3340  Marketing Research

Electives (9 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

BA 4V90  Management Internship
BA 4090  Management Internship

Choose from the following to fulfill remaining Elective semester credit hours:

OPRE 4330  Logistics and Inventory Management
MECO 4342  Financial and Business Negotiation Analysis
FIN 4340  Options and Futures Markets
FIN 4345  Financial Information and Analysis

Innovation and Entrepreneurship Concentration

Core Courses (12 semester credit hours)

ENTP 3301  Innovation and Entrepreneurship

Select 9 semester credit hours from the following:

ENTP 3360 or FIN 3360  Entrepreneurial Finance
ENTP 4311  Entrepreneurial Strategy and Business Models
ENTP 4320  Small Business Management
or ENTP 4350 Corporate Entrepreneurship

Electives (12 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

ENTP 4V90 Innovation and Entrepreneurship Internship

ENTP 4090 Innovation and Entrepreneurship Internship

Choose from the following to fulfill remaining Elective semester credit hours. At least 6 semester credit hours must have an ENTP prefix.

ENTP 3320 Start-up Launch I

ENTP 3321 Start-up Launch II

ENTP 4330 Entrepreneurial Marketing

ENTP 4340 Social Entrepreneurship

ENTP 4360 Innovation and Creativity

ENTP 4V00 Special Topics in Entrepreneurship

HMG 3301 Introduction to Healthcare Management

IMS 4310 Export Market Development

IMS 4320 or MKT 4320 International Marketing

IMS 4330 Global Human Resource Management

MKT 3330 Introduction to Professional Selling

MKT 3340 Marketing Research

ENTP 4335 or MKT 4330 Digital and Internet Marketing

ENTP 4331 or MKT 4331 Digital Prospecting

OBHR 3311 Principles of Management

MKT 4336 E-Retailing

MKT 4338 Marketing Content Creation

Another upper-division course may be substituted for the non-ENTP courses listed
above with advance permission.

**Insurance Concentration**

Core Courses (15 semester credit hours)

- **RMIS 3370 or FIN 3370** Principles of Risk Management and Insurance
- **RMIS 4331 or FIN 4331** Business Liability Risk Management and Insurance
- **RMIS 4332 or FIN 4332** Commercial Property Risk Management and Insurance
- **RMIS 4333 or FIN 4333** Overview of Enterprise Risk Management
- **RMIS 4334 or FIN 4334** Insurance Law and Contracts

Electives (9 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

- **FIN 4V80** Practicum in Finance
- **FIN 4080** Practicum in Finance
- **MKT 4V90** Marketing Internship
- **MKT 4090** Marketing Internship

Choose from the following to fulfill remaining Elective semester credit hours:

- **FIN 3330** Personal Financial Planning
- **FIN 3305** or **REAL 3305** Real Estate Principles
- **MECO 4342** Financial and Business Negotiation Analysis
- **FIN 4335** Financial Aspects of Retirement and Employee Benefits
- **MKT 3340** Marketing Research

**Real Estate Investment Management Concentration**

Core Courses: (9 semester credit hours)

- **REAL 3305** or **FIN 3305** Real Estate Principles
- **REAL 3365** or **FIN 3365** Real Estate Finance and Principles
REAL 4321 or FIN 4321 Real Estate Law and Contracts

Electives (15 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

REAL 4V80 Internship in Real Estate

REAL 4090 Real Estate Internship

Choose from the following to fulfill remaining Elective semester credit hours:

Any JSOM upper level courses, PA 3377 or GISC 4385

Sales Concentration

Core Courses (12 semester credit hours)

MKT 3330 Introduction to Professional Sales

MKT 4331 or ENTP 4331 Digital Prospecting

OBHR 3311 Principles of Management

OBHR 4352 Negotiation and Dispute Resolution

Electives (12 semester credit hours)

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

MKT 4V90 Marketing Internship

MKT 4090 Marketing Internship

Choose from the following to fulfill remaining Elective semester credit hours:

BCOM 4310 Strategic Business Communications

FIN 3305 or REAL 3305 Real Estate Principles

FIN 3330 Personal Financial Planning

HMGT 3301 Introduction to Healthcare Management

MKT 3320 Product and Brand Management
MKT 4332 Advanced Personal Selling
MKT 4333 Retailing and Distribution
OBHR 4310 Business Ethics

III. Elective Requirements: 10-16 semester credit hours (depending on the general or specific concentration plan)

Free Electives: 10-16 semester credit hours

Both lower- and upper-division courses may count as electives but students must complete at least 51 semester credit hours of upper-division courses to qualify for graduation.

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