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


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
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**
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
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

**HMGT 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
**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
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.

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

- **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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