BUSINESS CONCENTRATIONS

BSBA Business Concentrations
The College of Business Administration departmental listings, which begin on page 248, give the detailed requirements for each degree offered by the college. Each Bachelor of Science in Business Administration (BSBA) degree requirement in turn references the business concentrations shown below.

CONCENTRATION IN ACCOUNTING

Accounting Required Courses
Complete the following two courses:
- ACC U401 Financial Reporting and Analysis 1 4 SH
- ACC U501 Financial Reporting and Analysis 2 4 SH

Accounting Elective Courses
Complete two courses from the following list:
- ACC U403 Accounting Information Systems 4 SH
- ACC U412 Auditing and Other Assurance Services 4 SH
- ACC U414 Income Tax Determination and Planning 4 SH
- ACC U416 Strategic Cost Analysis for Decision Making 4 SH

CONCENTRATION IN ENTREPRENEURSHIP AND INNOVATION

Complete the following four courses:
- ENT U201 The Entrepreneurial Universe 4 SH
- ENT U301 Opportunity Assessment and Entrepreneurship Marketing 4 SH
- ENT U401 Small Business Management, Operations, and Growth 4 SH
- ENT U501 Venture Creation and Entrepreneurial Finance 4 SH
- or ENT U503 Small Business Service and Retail Creation 4 SH

CONCENTRATION IN FINANCE

Finance Required Courses
Complete the following two courses:
- FIN U301 Corporate Finance 4 SH
- FIN U303 Investments 4 SH

Finance Elective Courses
Complete two additional courses from the FIN department.

CONCENTRATION IN HUMAN RESOURCES MANAGEMENT

Human Resources Management Required Courses
Complete the following two courses:
- HRM U301 Introduction to Human Resources Management 4 SH
- HRM U501 Competitive HRM Practices 4 SH

Human Resources Management Elective Courses
Complete two additional courses from the MGT department.

CONCENTRATION IN MANAGEMENT

Management Required Course
Complete the following course:
- MGT U303 Building Your Management Skills 4 SH

Management Elective Courses
Complete three additional courses from the MGT department.

CONCENTRATION IN MANAGEMENT INFORMATION SYSTEMS

Management Information Systems Required Courses
Complete the following three courses:
- MIS U403 Data Management and Information Analysis 4 SH
- MIS U404 Business Data Communications 4 SH
- MIS U501 Business Systems Integration 4 SH

Management Information Systems Elective Course
Complete one additional course from the MIS department or from the following list:
- ACC U403 Accounting Information Systems 4 SH
- MKT U508 Electronic Marketing 4 SH
- SCM U201 Supply Chain Management 4 SH

CONCENTRATION IN MARKETING

Marketing Required Courses
Complete the following two courses:
- MKT U301 Marketing Management 4 SH
- MKT U401 Marketing Research 4 SH

Marketing Elective Courses
Complete two additional courses from the MKT department.

CONCENTRATION IN SUPPLY CHAIN MANAGEMENT

Complete the following four courses:
- SCM U201 Supply Chain Management 4 SH
- SCM U301 Global Supply Chain Management 4 SH
- SCM U310 The Transportation Industries 4 SH
- SCM U401 Advanced Problems in Supply Chain Management 4 SH

BSIB Second Business Concentrations
The College of Business Administration departmental listings, which begin on page 248, give the detailed requirements for each degree offered by the college. Each Bachelor of Science in International Business (BSIB) degree requirement in turn references the business concentrations shown below as second business concentrations.

CONCENTRATION IN ACCOUNTING

Accounting Required Courses
Complete the following two courses:
- ACC U401 Financial Reporting and Analysis 1 4 SH
- ACC U501 Financial Reporting and Analysis 2 4 SH

Accounting Elective Courses
Complete two courses from the following list:
- ACC U403 Accounting Information Systems 4 SH
ACC U412 Auditing and Other Assurance Services 4 SH
ACC U414 Income Tax Determination and Planning 4 SH
ACC U416 Strategic Cost Analysis for Decision Making 4 SH

CONCENTRATION IN ENTREPRENEURSHIP AND INNOVATION
Complete the following four courses:
ENT U201 The Entrepreneurial Universe 4 SH
ENT U301 Opportunity Assessment and Entrepreneurship Marketing 4 SH
ENT U401 Small Business Management, Operations, and Growth 4 SH
ENT U501 Venture Creation and Entrepreneurial Finance 4 SH

CONCENTRATION IN FINANCE
Finance Required Courses
Complete the following two courses:
FIN U301 Corporate Finance 4 SH
FIN U303 Investments 4 SH

Finance Elective Courses
Complete two additional courses from the FIN department.

CONCENTRATION IN HUMAN RESOURCES MANAGEMENT
Human Resources Management Required Courses
Complete the following two courses:
HRM U301 Introduction to Human Resources Management 4 SH
HRM U501 Competitive HRM Practices 4 SH

Human Resources Management Elective Courses
Complete two additional courses from the MGT department.

CONCENTRATION IN MANAGEMENT
The concentration in management is not available to BSIB students taking the international management/East Asian studies option or the international management/international affairs option.

Management Required Course
Complete the following course:
MGT U303 Building Your Management Skills 4 SH

Management Elective Courses
Complete three additional courses from the MGT department.

CONCENTRATION IN MANAGEMENT INFORMATION SYSTEMS
Management Information Systems Required Courses
Complete the following three courses:
MIS U403 Data Management and Information Analysis 4 SH
MIS U404 Business Data Communications 4 SH
MIS U501 Business Systems Integration 4 SH

Management Information Systems Elective Course
Complete one additional course from the MIS department or from the following list:
ACC U403 Accounting Information Systems 4 SH
MKT U508 Electronic Marketing 4 SH
SCM U201 Supply Chain Management 4 SH

CONCENTRATION IN MARKETING
Marketing Required Courses
Complete the following two courses:
MKT U301 Marketing Management 4 SH
MKT U401 Marketing Research 4 SH

Marketing Elective Courses
Complete two additional courses from the MKT department.

CONCENTRATION IN SUPPLY CHAIN MANAGEMENT
Complete the following four courses:
SCM U201 Supply Chain Management 4 SH
SCM U301 Global Supply Chain Management 4 SH
SCM U310 The Transportation Industries 4 SH
SCM U401 Advanced Problems in Supply Chain Management 4 SH