

BSBA EMPHASIS AREAS

Students must complete **18 hours of Business Electives at the Junior/Senior level** beyond the Business Core.

FINANCE

1. Required **Core** Course:
FINANCE 3500 Financial Management
2. A student must complete **6 courses** (18 hours) selected from the following:
 - FINANCE 3501 Financial Policies
 - FINANCE 3502 Treasury Management
 - FINANCE 3503 Computer Applications in Finance
 - FINANCE 3520 Investments
 - FINANCE 3521 Financial Engineering: Applying Derivatives
 - x FINANCE 3525 Practicum in Investments (1 hour)
 - FINANCE 3540 Intro to Financial Institutions and Financial Markets
 - FINANCE 3541 Commercial Bank Management
 - FINANCE 3542 Principles of Real Estate
 - FINANCE 3560 Practice of Personal Financial Planning
 - FINANCE 3561 Principles of Insurance
 - FINANCE 3562 Life Insurance and Employee Benefits
 - FINANCE 3563 Retirement Planning and Employee Benefits
 - FINANCE 3564 Estate Planning and Trusts
 - FINANCE 3565 Seminar in Financial Planning
 - FINANCE/INTL BUS 3580 International Corporate Finance
 - FINANCE/INTL BUS 3582 International Investments
 - FINANCE 3590 Internship in Finance
 - FINANCE 3599 Independent Study in Finance

x Can be taken up to 3 times

See brochure handout for Finance tracks

INTERNATIONAL BUSINESS

1. **Two from:**
 - INTL BUS/FINANCE 3580 International Corporate Finance
 - INTL BUS/MGMT 3680 International Management
 - INTL BUS/MKTG 3780 International Marketing
2. **Two additional courses from:**
 - INTL BUS 3280 The Law of International Business Transactions
 - INTL BUS 3281 Business in China
 - INTL BUS 3282 Managing the Global Workforce
 - INTL BUS 3283 International Business & Society (short study abroad)
 - INTL BUS 3284 The Japanese Management System
 - INTL BUS 3285 Role of the Global Corporation
 - INTL BUS 3286/PHIL 3286 International Business Ethics
 - INTL BUS 3289 Practicum in International Business
 - INTL BUS 3290 Internship in International Business
 - INTL BUS 3299 Independent Study in International Business
 - INTL BUS/FINANCE 3580 International Corporate Finance
 - INTL BUS/FINANCE 3582 International Investments
 - INTL BUS/MGMT 3680 International Management
 - INTL BUS/MKTG 3780 International Marketing
 - INTL BUS/MKTG 3785 Women in International Entrepreneurship
 - INTL BUS/MKTG 3787 Marketing in the European Union
 - INTL BUS 4281 Entrepreneurship in the Global Environment
 - INTL BUS 4289 International Strategic Management
 - INTL BUS/LOG OM 4381 International Logistics & Operations Management

Foreign language proficiency equivalent to intermediate level in one **approved** foreign language of international commerce must be demonstrated.

INTL BUS 4280 International Business Experience required. Complete one:

1. Study abroad for three or more credit hours.
2. Complete an international internship approved by the International Business Institute (maximum of 3 credit hours).
3. Complete a minimum of one year international experience within 5 years of entering the program in any of the following areas: Peace Corps, volunteer work with an organization, missionary work, an international posting by a company or government agency and/or other approved, significant international experience. Documentation is required for approval. (International students in the INTL BUS Emphasis will meet their International Experience requirement through their study in the United States.)

Additional Business Electives

Business courses which are not included in any emphasis area but can count toward the 18 hours of Junior/Senior level Business Electives:
BUS AD 3090, LOG OM 3390, FINANCE 3590 – Internship in Business Administration, Logistics and Operations Management, Finance
BUS AD 3198 Topics in Business

LOGISTICS & OPERATIONS MANAGEMENT

1. Required **Core** Courses:
 - LOG OM 3300 Business Statistics
 - LOG OM 3320 Intro to Operations Management
2. A student must complete at least **4 courses** (12 hrs) selected from the following:
 - LOG OM 3301 Introduction to Supply Chain Management
 - LOG OM 3398 Seminar in Logistics and Operations Management
 - LOG OM 3399 Independent Study in Logistics & Ops Management
 - LOG OM 4312 Business Forecasting
 - LOG OM 4321 Production and Operations Management
 - LOG OM 4322 Lean Prod. In Manufacturing & Service Operations
 - LOG OM 4324 Service Operations Management
 - LOG OM 4325 Environmental Sustainability in Business Operations
 - LOG OM 4326 Quality Assurance in Business
 - LOG OM 4330 Business Logistics Systems
 - LOG OM 4347 Introduction to Project Management
 - LOG OM 4350 Management Science Methods
 - LOG OM 4354 Management Science Methods II
 - LOG OM/INTL BUS 4381 International Logistics and Operations Mgt.
 - LOG OM 4398 Seminar in Logistics and Operations Management
 - x INFSYS 3806 Managerial Appl. of Object-Oriented Prog. I
 - INFSYS 3843 Decision Support Systems for Business Intelligence
 - x INFSYS 3844 Developing Business Applications in .NET
 - x One of these programming courses may be used towards the emphasis area.

MANAGEMENT

1. Required **Core** Course:
 - MGMT 3600 Management & Organizational Behavior
2. **One** course
 - MGMT 3611 Advanced Management & Organizational Behavior
3. **Five** from:
 - MGMT 3612 Professional Skills Development
 - MGMT 3621 Human Resource Management
 - MGMT 3622 Industrial & Labor Relations
 - MGMT 3623/PSYCH 3318 Industrial & Organizational Psychology
 - MGMT 3624 Employee Training & Development
 - MGMT 3625 Leadership in Organization
 - MGMT/INTL BUS 3680 International Management
 - x MGMT 3690 Internship in Management
 - x MGMT 3699 Independent Study in Management
 - MGMT 4614 Entrepreneurship/Small Business Management
 - x Only one of 3690 and 3699 can be taken for MGMT emphasis area credit.

MARKETING

1. Required **Core** Course:
 - MKTG 3700 Basic Marketing
2. **Four** from:
 - MKTG 3710 Consumer Behavior
 - MKTG 3720 Management of Promotion
 - MKTG 3721 Introduction to Digital Marketing Strategies
 - MKTG 3722 Introduction to Social Media Marketing
 - MKTG 3750 Sales Management
 - MKTG 3760 Business-to-Business Marketing
 - MKTG 3770 Introduction to Transportation
 - MKTG 3771 Traffic and Transportation Management
 - MKTG 3776 Transportation Security, Safety & Disaster Preparedness
 - MKTG 3777 Aviation Business
 - MKTG/INTL BUS 3780 International Marketing
 - MKTG/INTL BUS 3785 Women in International Entrepreneurship
 - MKTG/INTL BUS 3787 Marketing in the European Union
 - MKTG 3790 Internship in Marketing
 - MKTG 3798 Seminar in Marketing
 - MKTG 3799 Independent Study in Marketing
 - MKTG 3738/MEDIA ST 3338 Advertising Techniques
3. **Two** courses:
 - MKTG 3740 Marketing Analysis
 - MKTG 4700 Marketing Management (The Capstone Course)

- A. A student must satisfy all business and non-business requirements for the Bachelor of Science in Business Administration degree. The following are core requirements:

ACCTNG	2400	Fundamentals of Financial Accounting
ACCTNG	2410	Managerial Accounting
* INFSYS	2800	Information Systems Concepts and Applications
BUS AD	2900	Legal Environment of Business
LOG OM	3300	Business Statistics
LOG OM	3320	Introduction to Operations Management
FINANCE	3500	Financial Management
MGMT	3600	Management and Organizational Behavior
MKTG	3700	Basic Marketing
** MGMT	4219	Strategic Management (capstone course taken during the last semester)
MGMT	4220	Business Assessment Test

*The prerequisite, INFSYS 1800, can be waived by exam. See website:

<http://mis.umsi.edu/B.S.%20in%20I.S./1800waiverrequest.html>

**Special Consent Form needed for MGMT 4219 Strategic Management.

- B. **IN ADDITION TO CORE REQUIREMENTS, THERE IS A MINIMUM OF 18 HOURS OF BUSINESS ELECTIVES BEYOND THE CORE REQUIRED FOR THE BSBA DEGREE. SEE REVERSE SIDE FOR EMPHASIS AREA REQUIREMENTS.**

An emphasis area is not required for the degree. An emphasis area, if completed, will be placed on the student's transcript when the BSBA requirements have been met for graduation (not on the diploma).

- C. In addition to completing A and B above, the following requirements must be met:

1. A student must earn a grade of "C-" or better in all business and non-business courses applied to the emphasis area. A minimum of a 2.30 campus GPA is required in both the business and emphasis area coursework. Non-business courses applied to the emphasis area are not averaged into the business GPA.
2. The satisfactory/unsatisfactory option may not be used for emphasis area courses.
3. At least six (6) hours beyond the core courses which are applied to the emphasis areas of Marketing, Finance, Logistics and Operations Management, International Business, and Management must be taken in residence at UMSL. Courses transferred from an accredited four-year institution require area approval to apply toward emphasis area requirements. Independent study courses, if transferred, will not be given emphasis area credit.
4. The requirements for any emphasis area will be those in effect at the time of successful completion of the first upper-level emphasis area course with a C- or better.

- D. Related BSBA degree requirements:

1. There is a maximum of 30 hours of business electives which may be applied toward the 120 hours required for the degree.
2. No more than 24 hours beyond the required core course(s) may be taken in an emphasis area.
3. Various experimental courses may be offered under 3x95 or 3x98 numbers. The first experimental course taken in a given area will not count against the limit of courses in that area; any additional experimental courses will count against the limitation.

Minors are available in Accounting, Cybersecurity, Digital Marketing Communications, Information Systems, International Business, and Transportation Studies.

A STUDENT SEEKING TWO DEGREES SHOULD SPEAK WITH A BUSINESS ADVISOR.
(This does not pertain to the emphasis areas in the BSBA degree)

