All BSBA students must earn a minimum of 120 units including a minimum of 48 units of General Education coursework and a minimum of 54.5 units of Professional coursework. All business courses and specific nonprofessional requirements must be taken for a grade. A minimum 2.0 GPA in both your overall and professional coursework are required.

**General Education Requirements (48 minimum units)**

- Writing I
- Math 131 and/or Math 132
- Distribution Requirements:  
  - Behavioral Analysis (3 Units)
  - Ethics and Values (3 Units)
  - Humanities (3 Units)
  - International Studies (6 Units)
  - Physical/Life Sciences (3 Units)
- Advanced 300-400 Electives (18 Minimum Units)

**Professional Requirements (42.5 minimum units)**

- MGT 100: Individual in a Managerial Environment*
- MGT 150A: Foundations of Business
- MGT 201: Management Communications
- MGT 260: Building your Career Foundations
- MEC 290: Microeconomics
- MEC 292: Global Economy or Econ 1021
- QBA 120: Managerial Statistics I
- QBA 121: Managerial Statistics II
- QBA 200A: Modeling for Business Decision Making
- ACCT 2610: Principles of Financial Accounting
- ACCT 2620: Principles of Managerial Accounting
- MKT 370: Principles of Marketing
- OB 360: Organization Behavior within the Firm
- OSCM 356: Operations Management

*Transfer students may substitute MGT 380 or MEC 380.

**Professional Electives (12 overall minimum units)**

BSBA students must complete at least 12 professional units which can also be applied towards a specific professional major. You can pursue a maximum of two business majors (or one prime business and one non-business) from the list below. Business Majors and minors must be declared by Feb. 28, 2016. If you substitute a non-Olin course for an Olin requirement, you will still be required to earn 54.5 units in Olin.

- Accounting
- Finance
- Marketing
- Economics & Strategy
- Healthcare Mgt
- Operations & Supply Chain Mgt
- Entrepreneurship
- Leadership & Strategic Mgt
- International Business (Minor)
- The Business of Entertainment (Minor)
- The Business of Sports (Minor)


July 2017
Professional Electives (12 overall minimum units)

**MAJOR: Accounting (15 minimum units)**

**Core Requirements**
- ACCT 3610  Intermediate Financial Accounting Theory I
- ACCT 3620  Intermediate Financial Accounting II

**Electives: At least 9 units from the following**
- ACCT 400C  Not-For-Profit Accounting
- ACCT 400L  Ethical Decision Making in Accounting
- ACCT 464  Auditing
- ACCT 466  Financial Statement Analysis
- ACCT 467  Income Tax Fundamentals
- ACCT 4680  Advanced Financial Accounting Problems

**MAJOR: Economics and Strategy (12 minimum units)**

**Core Requirements**
- MEC 370  Game Theory for Business
- MEC 400K  Research in Industry Analysis
- MEC 470  Market Competition and Value Appropriation
- MEC 471  Empirical Techniques for Industry Analysis

**MAJOR: Entrepreneurship (15 minimum units)**

**Core Requirements**
- MGT 421  Introduction to Entrepreneurship*
  - *Students may take either MGT 420 or MGT 460L: Social Entrepreneurship.
- MGT 424  Business Planning for New Enterprises

**Electives: At least 9 units from the following**
- MGT 200C  Venture Creation
- MGT 401  Mgt Ctr Practicum (Entrepreneurial focus required)
- MGT 450X  CEL Entrepreneur Consulting Team
- MGT 320  Olin Grand Rounds
- MGT 380  Business Strategy
- MGT 440  Sports Management
- MKT 465  Retail Management
- MEC 460  Economics of Entertainment
- MEC 470  Taylor Community Consulting (1.5 Units)
- MGT 471  Venture Consulting (Formerly MGT 450C)

**Industry Electives (with at least 3 of the units from this category)**
- CSE 131  Computer Science I
- ECON 335  Money and Banking
- FIN 549H  Real Estate Finance (1.5 units)
- INTL 320  Business, Innovation & Entrepreneurship in Israel
- MGT 460  Olin Grand Rounds
- MGT 461  Retail Management
- MEC 460  Economics of Entertainment
- MEC 470  Market Competition and Value Appropriation
- MEC 471  Empirical Techniques for Industry Analysis

**Skill Electives (with at least 3 of the units from this category)**
- ACCT 466  Financial Statement Analysis
- CSE 104  Web Development
- CSE 438S  Mobile Application Development
- MEC 370  Game Theory for Business
- MEC 470  Market Competition and Value Appropriation
- MGT 301  Legal Environment of Business Management
- MKT 378  Marketing Research
- MKT 400E  Sales Management
- MKT 400F  Brand Management
- MKT 478  New Product Management
- OB 461  Negotiation

**MAJOR: Finance (12 minimum units)**

**Core Requirements**
- FIN 441  Investments
- FIN 448  Advanced Financial Management
- FIN 451  Options, Futures and Derivative Securities

**Electives: At least 3 units from the following**
- FIN 400G  Financial Markets & Instruments (London Program)
- FIN 400I  Mergers and Acquisitions (1.5 units)
- FIN 400J  Advanced Valuation
- FIN 443  International Finance
- FIN 447  Info, Intermediation, & Financial Markets
- FIN 470A  Research Methods in Finance
### MAJOR: Finance (12 minimum units) (Con't)

- FIN 428  
  Investment Praxis

### MAJOR: Healthcare Mgt (15 minimum units)

#### Core Requirements

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>MGT 320</td>
<td>Olin Grand Rounds</td>
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<tr>
<td>MGT 321</td>
<td>Health Economics and Policy</td>
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<td>MGT 322</td>
<td>Healthcare Management</td>
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<tr>
<td>MGT 420</td>
<td>Research in Healthcare Management</td>
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#### Electives: At least 3 units from the following

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Notes</th>
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<tbody>
<tr>
<td>AMCS 226</td>
<td>Sociological Approaches to American Healthcare</td>
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<tr>
<td>AMCS 4135</td>
<td>Tobacco: History, Culture, Science and Policy</td>
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<tr>
<td>ANTH 260</td>
<td>Topics in Health and Community</td>
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<tr>
<td>ANTH 3283</td>
<td>Introduction to Global Health</td>
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<td>ANTH 3309</td>
<td>Anthropological Perspectives on Care</td>
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<tr>
<td>ANTH 3310</td>
<td>Health, Health and Ethics: Medical Anthropology</td>
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<tr>
<td>ANTH 333</td>
<td>Culture and Health</td>
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<tr>
<td>ANTH 3621</td>
<td>Anthropology of Human Birth</td>
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<td>ANTH 3626</td>
<td>Nature and the Meaning of Disease</td>
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<td>ANTH 3875</td>
<td>Pharmaceutical Personhood</td>
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<tr>
<td>ANTH 4134</td>
<td>The AIDS Epidemic</td>
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<tr>
<td>ANTH 4883</td>
<td>The Political Economy of Health</td>
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<tr>
<td>BIO 2010</td>
<td>The Science of Biotechnology</td>
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<td>BIO 2651</td>
<td>MedPrep Prog (1 unit)</td>
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<tr>
<td>BIO 2652</td>
<td>Pediatric Emergency Med Program (1 unit)</td>
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<td>BIO 3183</td>
<td>History of Genetics in the 20th Century</td>
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<td>BIO 348</td>
<td>Emerging Infectious Diseases</td>
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<td>BIO 372</td>
<td>Behavioral Ecology</td>
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<td>PHIL 233F</td>
<td>Biomedical Ethics</td>
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<td>PSYCH 305</td>
<td>Health Psychology</td>
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<tr>
<td>WGSS 310</td>
<td>Women's Health Care in America</td>
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<td>WGSS 316</td>
<td>Contemporary Women's Health</td>
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<td>WGSS 343</td>
<td>Understanding the Evidence</td>
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### MAJOR: Leadership and Strategic Mgt (12 minimum units)

#### Electives: At least 12 units from the following

**GROUP A (with at least 3 of the units from Group A)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>MGT 450V</td>
<td>Defining Moments (1.5 units)</td>
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<tr>
<td>OB 400C</td>
<td>Women in Leadership (1.5 units)</td>
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<td>OB 400D</td>
<td>Thinking Creatively &amp; Leading Creative Teams (1.5 units)</td>
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**GROUP B (with at least 3 of the units from Group B)**

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>MGT 380</td>
<td>Business Strategy</td>
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<tr>
<td>MGT 402</td>
<td>Ethical Issues in Managerial Decision Making</td>
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<tr>
<td>MGT 450R</td>
<td>Business and Government</td>
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<tr>
<td>MGT 460G</td>
<td>Critical Thinking &amp; Problem Solving (1.5 units)</td>
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<tr>
<td>MGT 460H</td>
<td>Corporate and Global Strategy</td>
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**GROUP C**

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>HRM 325A</td>
<td>Personnel/Human Resources Management</td>
<td></td>
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<tr>
<td>MEC 391</td>
<td>Economics of Human Resource Management</td>
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### MAJOR: Marketing (12 minimum units)

#### Core Requirements

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>MKT 378</td>
<td>Marketing Research</td>
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</table>

#### Electives: At least 9 units from the following

**GROUP A (with at least 6 of the units from Group A)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Notes</th>
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<tbody>
<tr>
<td>MKT 377</td>
<td>Consumer Behavior</td>
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<tr>
<td>MKT 400F</td>
<td>Brand Management</td>
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<tr>
<td>MKT 400G</td>
<td>Digital Marketing and Customer Analytics</td>
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<td>MKT 470E</td>
<td>Pricing Strategy</td>
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<td>MKT 478</td>
<td>New Product Management</td>
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<tr>
<td>MKT 480</td>
<td>Marketing Strategy</td>
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**GROUP B**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Notes</th>
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<tbody>
<tr>
<td>MKT 400E</td>
<td>Sales Management</td>
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<td>MKT 450F</td>
<td>Luxury Goods - A Dash of Fashion</td>
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<td>MKT 465</td>
<td>Retail Management</td>
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<tr>
<td>MKT 477</td>
<td>Int'l Marketing (or MKT 477L or MKT 477S)</td>
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<tr>
<td>MKT 481</td>
<td>Integrated Marketing Communications</td>
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</table>
**MAJOR: Operations and Supply Chain Mgt (12 minimum units)**

**Electives: 12 minimum units from the following**

**GROUP A (with at least 6 of the units from Group A)**
- OSCM 400C: Analytics for Operational Management
- OSCM 400D: Supply Chain Management

**GROUP B (with at least 3 of the units from Group B)**
- MGT 380: Business Strategy
- MGT 460H: Corporate and Global Strategy

**MINOR: International Business (12 minimum units - units are distinct and can't be double counted)**

**Core Requirements**
- INTL 999Z *: Immersive Overseas Experience Course
- MGT 308: Introduction to International Business

* Course taken on an Immersive Overseas Experience approved by Global Programs Staff.

**Electives: At least 6 units from the following**

**GROUP A (with at least 3 of the units from Group A)**
- FIN 400G: Financial Markets & Instruments
- FIN 443: International Finance
- INTL 320: Business, Innovation & Entrepreneurship in Israel
- MGT 400S: International Business Environment
- MGT 405S: International Business Environment Sydney

**GROUP B (with at least 3 of the units from Group B)**
- MGT 418: Int'l Business: European Perspective
- MGT 450C: Venture Consulting
- MGT 460H: Corporate and Global Strategy
- MKT 477: Int'l Marketing (MKT 477L or MKT 477S)

**MINOR: The Business of Entertainment (12 minimum units - units are distinct and can't be double counted)**

**Core Requirements**
- MEC 460: Economics of Entertainment

**Electives: At least 9 units from the following**

**GROUP A (with at least 3 of the units from Group A)**
- AMCS 3490: Media Culture
- FILM 220: Intro to Film Studies

**GROUP B (with at least 3 of the units from Group B)**
- FILM 423: Histories of Media Convergence
- MEC 471: Empirical Techniques for Industry Analysis
- MGT 301: Legal Foundations of Business

**MINOR: The Business of Sports (12 minimum units - units are distinct and can't be double counted)**

**Core Requirements**
- MGT 440: Sports Management (1.5 units)
- MGT 450G: The Business of Sports
- MGT 460I: Sports Business Analytics (1.5 units)

**Electives: At least 9 units from the following**
- FIN 448: Advanced Financial Management
- MEC 460: Economics of Entertainment
- MEC 471: Empirical Techniques for Industry Analysis
- MEC 460J: Legal Issues in Sports
- MEC 465: International Finance
- MKT 378: Marketing Research
- MKT 400F: Brand Management