



BSBA Degree Requirements | 2020

BSBA students must earn a minimum of 120 units including a minimum of 48 units of General Education coursework and a minimum of 60 units of Professional coursework. All business courses and specific nonprofessional requirements must be taken for a grade. If you substitute a non-Olin course for an Olin requirement, you will still be required to earn 60 units in Olin. A minimum 2.0 GPA in both your overall and professional coursework are required. July 2019

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 (12 Minimum Units)

Professional Requirements (42 minimum units)

- | | |
|---|--|
| MGT 100: Individual in a Managerial Environment* | DAT 220: Analytics & Modeling for Bus (or DAT 200A) |
| MGT 150A: Foundations of Business | ACCT 2610: Principles of Financial Accounting |
| MGT 201: Management Communications | ACCT 2620: Principles of Managerial Accounting |
| MEC 290: Microeconomics | FIN 340: Capital Markets & Financial Management |
| MEC 292: Global Economy (or Econ 1021 or MEC 292S) | MKT 370: Principles of Marketing |
| DAT 120: Managerial Statistics I | OB 360: Organization Behavior within the Firm |
| DAT 121: Managerial Statistics II | OSCM 356: Operations Management |

*Transfer students may substitute MGT 380.

Professional Electives (18 overall minimum units)

A maximum of two business majors can be earned. Only one course per major can be taken abroad. You can only double count one major course. Independent study courses won't count towards majors or minors. 54 of your 60 business units must be taken in Olin. Minors require 12 unique credits with no double counting allowed. Declaration deadline: Feb. 28, 2018.

- | | | |
|------------------------|---|-----------------------------------|
| Accounting | Healthcare Mgt | Business of Analytics (Minor) |
| Economics and Strategy | Marketing | Business of Arts (Minor) |
| Entrepreneurship | Operations and Supply Chain Mgt | Business of Entertainment (Minor) |
| Finance | Organization and Strategic Mgt | Business of Social Impact (Minor) |
| | Financial Engineering - second major only | Business of Sports (Minor) |
| | | International Business (Minor) |

Professional Electives (18 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 363 Cost Accounting	ACCT 464	Auditing
ACCT 400C Not-For-Profit Accounting (1.5 units)	ACCT 466	Financial Statement Analysis
ACCT 400M Ethical Decision Making I	ACCT 467	Income Tax Fundamentals
ACCT 400N Ethical Decision Making II	ACCT 4680	Advanced Financial Accounting Problems

MAJOR: Economics and Strategy (12 minimum units)

Core Requirements

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

MAJOR: Entrepreneurship (15 minimum units)

Core Requirements

MGT 421/460L Entrepreneurship or Social Entrepreneurship	MGT 424	Business Planning for New Enterprises
--	---------	---------------------------------------

Electives: At least 9 units from the following

Experiential Electives (with at least 3 of the units from this category)

INTL 970 Entrepreneurship and Startups in Europe	MGT 460K	Taylor Community Consulting (1.5 units)
MGT 200C Venture Creation	MGT 460N	Defense & Corporate Cybersecurity Innovation
MGT 401 Mgt Ctr Practicum (Entrepreneurial Focus)	MGT 471	Venture Consulting
MGT 450C CEL Entrepreneur Consulting Team		

Industry Electives (with at least 3 of the units from this category)

CSE 131 Computer Science I	MGT 320	Olin Grand Rounds
ECON 335 Money and Banking	MGT 380	Business Strategy
FIN 549H Real Estate Finance (1.5 units)	MGT 440	Sports Management
INTL 320 Business, Innovation & Entrepreneurship in Israel	MKT 465	Retail Management
MEC 460 Economics of Entertainment		

Skill Electives (with at least 3 of the units from this category)

ACCT 466 Financial Statement Analysis	MGT 301	Legal Environment of Business Management
CSE 104 Web Development	MKT 378	Marketing Research
CSE 330S Rapid Type Dev & Creative Programming	MKT 400E	Elements of Sales: Tools and Techniques
CSE 438S Mobile Application Development	MKT 400I	Business & Marketing Innovation
FIN 400L Private Equity Methods (1.5 units)	MKT 478	New Product Management
FIN 400M Private Equity Practice (1.5 units)	MKT 482	Brand Management (formerly MKT 400F)
MEC 370 Game Theory for Business	OB 461	Negotiation
MEC 470 Market Competition and Value Appropriation		

MAJOR: Finance (12 minimum units)

Core Requirements

FIN 441 Investments	FIN 451	Options, Futures and Derivative Securities
FIN 448 Advanced Financial Management		

MAJOR: Finance (12 minimum units) (Con't)

Electives: At least 3 units from the following

FIN 400I	Mergers and Acquisitions (1.5 units)	FIN 428	Investment Praxis
FIN 400J	Advanced Valuation (1.5 units)	FIN 443	International Finance
FIN 400L	Private Equity Methods (1.5 units)	FIN 447	Info, Intermediation, & Financial Markets
FIN 400M	Private Equity Practice (1.5 units)	FIN 450F	Fin Tech: Methods & Practice
FIN 400W	Venture Capital Methods (1.5 units)	FIN 452	Advanced Derivative Securities
FIN 420	Int'l Finance and Economics (London Program)	FIN 470A	Research Methods in Finance

MAJOR: Financial Engineering (48 minimum units)

Core Requirements

ACCT 2610	Principles of Financial Accounting	ESE 427	Financial Mathematics
CE 131	Computer Science I	FIN 340	Capital Markets
CSE 240	Logic and Discrete Mathematics	FIN 441	Investments
CSE 247	Algorithms and Data Structure	MATH 217	Differential Equations
CSE 417T	Big Data & Machine Learning or CSE 427S	MATH 233	Calculus III
DAT 121	Stats or ESE 326 or Econ 413/413W or Math 439	MATH 309	Matrix Algebra
ESE 403	Operations Research or ESE 415	MEC 290	Microeconomics or Econ 4011

Electives: At least 6 units from the following

FIN 500Q	Quantitative Risk Mgt	FIN 551	Adv Risk Credit Modeling
FIN 537	Advanced Derivative Securities or FIN 452	FIN 552	Fixed Income Derivatives
FIN 539	Mathematical Finance		

MAJOR: Healthcare Mgt (15 minimum units)

Core Requirements

MGT 320	Olin Grand Rounds	MGT 322	Healthcare Management
MGT 321	Health Economics and Policy	MGT 420	Research in Healthcare Management

Electives: At least 3 units from the following

AMCS 4135	Tobacco: History, Culture, Science and Policy	ANTH 4134	The AIDS Epidemic
ANTH 260	Topics in Health and Community	ANTH 4883	The Political Economy of Health
ANTH 3102	Topics in Anthropology: Bioprospecting	BIO 2010	The Science of Biotechnology
ANTH 3283	Introduction to Global Health	BIO 3183	History of Genetics in the 20th Century
ANTH 3309	Anthropological Perspectives on Care	BIO 348	Emerging Infectious Diseases
ANTH 3310	Health, Healing & Ethics: Medical Anth.	PHIL 233F	Biomedical Ethics
ANTH 333	Culture and Health	PSYCH 305	Health Psychology
ANTH 3621	Anthropology of Human Birth	WGSS 310	Women's Health Care in America
ANTH 3626	Nature and the Meaning of Disease	WGSS 316	Contemporary Women's Health
ANTH 3875	Pharmaceutical Personhood	WGSS 343	Understanding the Evidence

MAJOR: Marketing (12 minimum units)

Core Requirements

MKT 378	Marketing Research
---------	--------------------

Electives: At least 9 units from the following

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

MKT 377	Consumer Behavior	MKT 478	New Product Management
MKT 400G	Digital Marketing and Customer Analytics	MKT 480	Marketing Strategy
MKT 400L	Understanding & Conducting Bus Experiments	MKT 482	Brand Management (formerly MKT 400F)

MAJOR: Marketing (12 minimum units) (Con't)

MKT 470E Pricing Strategy

GROUP B

MKT 400E Elements of Sales: Tools and Techniques

MKT 400I Business and Marketing Innovation

MKT 400M Sports Marketing

MKT 450F Luxury Goods - A Dash of Fashion

MKT 465

MKT 477

MKT 481

Retail Management

Int'l Marketing (or MKT 477L or 477S)

Advertising and and Promotions

MAJOR: Operations and Supply Chain Mgt (12 minimum units)

Electives: At least 12 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

OSCM 458

Operations Planning and Control

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

MGT 380 Business Strategy

MGT 460H Corporate and Global Strategy

MKT 378

MKT 465

Marketing Research

Retail Management

MAJOR: Organization 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)

MGT 450V Defining Moments (1.5 units)

OB 400C Women in Leadership (1.5 units)

OB 400D Thinking Creatively & Leading Creative Teams (1.5 units)

OB 461

OB 462

Negotiation

Leadership in Organizations

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

MGT 380 Business Strategy

MGT 402 Ethical Issues in Managerial Decisions (1.5 units)

MGT 450R Business and Government

MGT 460G

MGT 460H

Critical Thinking & Problem Solving (1.5 units)

Corporate and Global Strategy

GROUP C

HRM 325A Personnel/Human Resources Management

MEC 391 Economics of Human Resource Management

OB 400E

OB 400F

Talent Analytics (1.5 units)

People Metrics (1.5 units)

MINOR: Business of Analytics (15 distinct units - can't be double counted)

Core Requirements

CS 131 Computer Science I

DAT 400A Data Management Tools for Business-Decisions

OSCM 400C

Analytics for Operational Mgt

Electives: At least 7.5 units from the following

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

FIN 470A Research Methods

MEC 471 Empirical Techniques for Industry Analysis

MKT 400L

Understanding & Conducting Bus Experiments

GROUP B

FIN 450F Financial Technology

MGT 460I Sports Business Analytics (1.5 units)

MKT 378 Marketing Research

MKT 500S Predictive Analytics

MKT 500T Customer Analytics

OB 400E

OB 400F

OSCM 458

OSCM XXX

Talent Analytics (1.5 units)

People Metrics (1.5 units)

Operations Planning

Revenue Management

MINOR: Business of Arts (12 minimum units - units must be distinct and can't be double counted)

Core Requirements

MGT 4600 Business of Art MGT CEL New CEL Global Program Course

Electives: At least 6 units from the following

MEC 460 Economics of Entertainment	MKT 400I Business & Marketing Innovations
MGT 301 Legal Environment of Business Management	MKT 465 Retail Management
MGT 421 Entrp. or Social Entrepreneurship (MGT 460L)	MKT 481 Advertising & Promotions
MKT 377 Consumer Behavior	MKT 482 Brand Management (formerly MKT 400F)
MKT 400E Elements of Sales: Tools & Techniques	OB 400D Thinking Creatively (1.5 units)

MINOR: Business of Social Impact (12 minimum units - units must be distinct and can't be double counted)

Core Requirements

MGT 450V Defining Moments (1.5 units) MGT 460M Business of Social Impact (1.5 units)

Electives: At least 9 units from the following

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

MGT 401M Sustainable Dev: Madagascar	MGT 460K Taylor Community Consulting (1.5 units)
MGT 401S Small Business Initiative	

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

ACCT 400C Not-for-Profit Accounting (1.5 units)	MGT 450R The Regulatory Environment (1.5 units)
MGT 402 Ethical Issues in Decision Making (1.5 units)	MGT 460L Intro to Social Entrepreneurship

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

ARCH 307X Community Building	EPSC 111 Intro to Global Change in 21st Century
ARCH 490A WU & Henry Elem School Collaboration	EPSC 201 Earth and the Environment
ART 229F Exploring Inequality	EPSC 219 Energy and the Environment
EN ST 105 Sustainability in Business	INTER D 101 Earth's Future
EN ST 2010 Intro to Environmental Policy	POL SCI 332B Environmental and Energy Issues
EN ST 310 Ecological Economics	SOC 3410 Gender in Society
EN ST 375 Urban Ecology	URST 299 Study of Cities and Metropolitan America
EN ST 405 Sustainability Exchange	

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

Core Requirements

MGT 308 Introduction to International Business

Electives: At least 9 units from the following

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

FIN 420 International Economics and Finance	MGT 405S International Business Environment Sydney
INTL 320 Business, Innovation & Entrepreneurship in Israel	MGT 418 International Business: Euro Perspective
INTL 420 Business Research Internship	MGT 450I International Internship in Business (1.5 units)
INTL 970 Entrepreneurship & Startups in Europe	MGT 450Z European Study Tour (or MGT 405A)
MGT 200B Global Perspective Series	MGT 471 Venture Consulting
MGT 200C Venture Creation	MKT 477S* Int'l Marketing (or MKT 477L)
MGT 400S International Business Environment	

GROUP B

FIN 443 International Finance	MGT 460H Corporate and Global Strategy
MEC 292 Global Economy	MKT 477 Int'l Marketing (Can't take MKT 47S or 477L)

MINOR: The Business of Entertainment (12 minimum units - units must be 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

FILM 423

Histories of Media Convergence

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

FIN 448 Advanced Financial Management

MEC 471 Empirical Techniques for Industry Analysis

MGT 301 Legal Foundations of Business

MKT 378

Marketing Research

MKT 482

Brand Management (formerly MKT 400F)

MINOR: The Business of Sports (12 minimum units - units must be 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 6 units from the following

FIN 448 Advanced Financial Management

MEC 460 Economics of Entertainment

MEC 471 Empirical Techniques for Industry Analysis

MGT 380 Business Strategy

MGT 460J Legal Issues in Sports

MKT 378

Marketing Research

MKT 400E

Elements of Sales: Tools & Techniques

MKT 400M

Sports Marketing

MKT 482

Brand Management

MKT 500S

Predictive Analytics for Bus Decision Making