



Eureka College Business Administration Emphasis Areas

2021-2022 Catalog

Optional – choose one emphasis area to add to the BUA major.

In addition to the required courses for the Business Administration major, students who want to emphasize in a particular area may select from the following groupings:

International Emphasis		Gr	Cr
FST361	International Study Abroad		3
Two of the following, with at least one course at the 200-level or above:			
<ul style="list-style-type: none"> • GEO105 – World Geography • GEO110 – Cultural Geography • HIS/PSC362W – American Foreign Policy • PSC263 – International Relations ^(Alt Yrs) • Or a second Intercultural Understanding (IU) course approved by BUA faculty 			
			3
			3
Complete two courses in a modern foreign language (this requirement can be met through placement testing)			
TOTAL			

Marketing Emphasis		Gr	Cr
Choose three of the following:			
<ul style="list-style-type: none"> • BUA331 – Consumer Behavior • BUA332 – Marketing Research • BUA333 - Retailing • BUA334 – Advertising • BUA335 – Social Media Marketing 			
			3
			3
			3
TOTAL			

Management Emphasis		Gr	Cr
Choose three of the following:			
<ul style="list-style-type: none"> • BUA311 - Entrepreneurship • BUA312 – Business Ethics & Social Responsibility ^(Alt Yrs) • BUA321W – Human Resource Management ^(Alt Yrs) • BUA324 – Theory of Constraints 			
			3
			3
			3
TOTAL			