



# Eureka College Business Administration Emphasis Areas

## 2022-2023 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"> <li>• GEO105 – World Geography</li> <li>• GEO110 – Cultural Geography</li> <li>• HIS/PSC362W – American Foreign Policy</li> <li>• PSC263 – International Relations <sup>(Alt Yrs)</sup></li> <li>• Or a second Intercultural Understanding (IU) course approved by BUA faculty</li> </ul>			
			3
			3
Complete two courses in a modern foreign language (this requirement can be met through placement testing)			
<b>TOTAL</b>			

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

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