



Eureka College Business Administration Emphasis Areas

2026-2027 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 [approved by BUA Faculty]		3
Two of the following, with at least one course at the 200-level or above:			
• 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:			
• BUA331 – Consumer Behavior [PR: BUA230]			
• BUA332 – Marketing Research [PR: BUA230 & MAT162]			
• BUA333 – Retailing [PR: BUA230]			
• BUA334 – Advertising [PR: BUA230]			
• BUA335 – Social Media Marketing [PR: BUA230]			
			3
			3
			3
TOTAL			

Management Emphasis		Gr	Cr
Choose three of the following:			
• BUA311 – Entrepreneurship [PR: ECO111 or 112]			
• BUA312 – Business Ethics & Social Responsibility ^(Alt Yrs.) [PR: BUA220 & BUA230]			
• BUA321W – Human Resource Management [PR: BUA220] ^(Alt Yrs.)			
• BUA324 – Theory of Constraints			
			3
			3
			3
TOTAL			