



Eureka College

BUSINESS ADMINISTRATION OPTIONAL EMPHASES

2015-2016 CATALOG

REQUIREMENTS FOR AN EMPHASIS: 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:

Arts Administration Emphasis – 15 hours

All of the following:

_____	ACC360 – Fund Accounting	3 hrs.
_____	BUA311 – Entrepreneurship	3 hrs.
_____	BUA321W – Human Resources Management	3 hrs.
_____	ENG265W – Writing for the Mass Media	3 hrs.
_____	FPA301 – Arts Administration	3 hrs.

Finance and Accounting Emphasis – 9 hours

Three of the following, with at least one in ACC and one in BUA:

_____	ACC201 – Intermediate Accounting I	3 hrs.
_____	ACC302 – Cost Accounting	3 hrs.
_____	BUA311 – Entrepreneurship	3 hrs.
_____	BUA361 – International Financial Markets & Institutions	3 hrs.
_____	BUA362 – Securities Analysis and Investments	3 hrs.
_____	MAT260 – Statistics	3 hrs.

International Business Emphasis – 15 hours

All of the following:

_____	BUA250 – International Experience	3 hrs.
_____	BUA361 – International Financial Markets & Institutions	3 hrs.

One of the following:

_____	PSC261 – Comparative Government	3 hrs.
_____	PSC263 – International Relations	3 hrs.

Students must also complete two courses in a modern foreign language (this requirement can be met through placement testing):

_____	FRE/GRK/SPA115 – Intro French/Ancient Greek/Spanish I	3 hrs.
_____	FRE/GRK/SPA120 – Intro French/Ancient Greek/Spanish II	3 hrs.

Management Emphasis – 9 hours

Three of the following:

_____	BUA311 – Entrepreneurship	3 hrs.
_____	BUA312 – Business Ethics and Social Responsibility	3 hrs.
_____	BUA321W – Human Resources Management	3 hrs.
_____	BUA324 – Theory of Constraints	3 hrs.

Marketing Emphasis – 9 hours

Three of the following:

_____	BUA331 – Consumer Behavior	3 hrs.
_____	BUA332 – Marketing Research	3 hrs.
_____	BUA333 – Retailing	3 hrs.
_____	BUA334 – Advertising	3 hrs.

Sports Management Emphasis – 14 hours

Four of the following, including at least one course in KIN:

_____	BUA321W – Human Resources Management	3 hrs.
_____	COM230 – Mass Media	3 hrs.
_____	COM265W – Writing for the Mass Media	3 hrs.
_____	COM355 – Public Relations Techniques	3 hrs.
_____	KIN255 – Psych & Soc Aspects of PE & Sport	3 hrs.
_____	KIN385 – Organization & Administration of PE/Sport	3 hrs.

Plus a two hour approved off campus internship in Sports Management:

_____	BUA295/495 – Business Administration Internship	2 hrs.
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