

BUSINESS ADMINISTRATION (BS)

The Business Administration degree enhances the knowledge and effectiveness of students by linking theory with practice for a successful career in business. The themes of critical thinking, ethics, interpersonal skills, the impact of cultural differences on business practices, working in group settings, and lifelong learning are woven throughout the curriculum.

Prerequisites

All students are expected to be proficient in word processing, spreadsheets, electronic communications, and information retrieval on the Internet. All students are encouraged to take BUS 101 Connect for Success Mentoring.

Degree Requirements

Total program: 78 semester hours

Prerequisite Requirements

30 semester hours

The following must be completed before enrolling in 300 or 400 level ACCT, BUS, ECON, or MGMT courses.

Code	Title	Semester Hours
ACCT 201	Fundamentals of Accounting I	4
ACCT 202	Fundamentals of Accounting II	4
BUS 200	Information Technology	2
BUS 242	Achieving Professional Success	4
BUS 270	Statistics	4
ECON 220	Economic Analysis I	4
ECON 221	Economic Analysis II	4
BUS 272	Introduction to Operations Management	4

Core Requirements

All entering students will have to take BUS 330 Business Finance, BUS 360 Principles of Marketing, BUS 390 Integrative Business Practicum, and MGMT 300 Principles of Management as a block. BUS 390 Integrative Business Practicum will be used as an elective.

36 semester hours

Code	Title	Semester Hours
BUS 330	Business Finance	4
BUS 343	Foundations of Business Ethics	4
BUS 347	Legal Environment of Business	4
BUS 360	Principles of Marketing	4
BUS 410	Management Information Systems	4
BUS 456	Operations Management	4
BUS 496	Business Seminar	4
MGMT 300	Principles of Management	4

MGMT 459	Organizational Behavior: Theory and Application	4
Total Semester Hours		36

Electives or Concentration

12 semester hours

Three 300-400 level ACCT, BUS, ECON, and/or approved MGMT (except BUS 346 Written Business Communication, MGMT 360 Financial Management and Budgeting, MGMT 388 Statistics and MGMT 496 Seminar in Management) courses **or** one of the following concentrations:

Business Finance Concentration

This concentration prepares students for successful careers in the corporate finance, industrial or bank management fields.

Code	Title	Semester Hours
BUS 331	Managerial Finance	4
Select two of the following:		8
BUS 431	Investments: Security Analysis & Portfolio Management	
BUS 432	Financial Institutions	
BUS 436	International Finance	
ECON 323	Money & Banking	
Total Semester Hours		12

Marketing Concentration

This concentration examines the tools and techniques used to determine the needs of individuals or segments of society to provide the most effective means of informing customers of the availability of goods and services, and to deliver such goods and services.

Code	Title	Semester Hours
BUS 464	Marketing Research	4
Select two of the following:		8
BUS 365	Consumer Behavior	
BUS 368	Integrated Marketing Communication	
BUS 461	Marketing Management	
BUS 465	Digital Marketing	
BUS 466	International Marketing	
BUS 467	Service Marketing	
Total Semester Hours		12

Business Management Concentration

This concentration studies theoretical foundations for understanding how an organization is affected by its environment, how employees are motivated to accomplish organizational goals, practical skills necessary for attracting, encouraging, and retaining human resources, and successful interpersonal skills.

Total Concentration: 12 semester hours

Code	Title	Semester Hours
MGMT 355	Leadership in Organizations	4
Select two of the following:		8
MGMT 356	Introduction to Organizational Theory	
MGMT 358	Culture and Gender Issues in Management	

BUS 390	Integrative Business Practicum	
MGMT 451	International Management	
MGMT 455	Managing Human Resources	
Total Semester Hours		12

Information Technology Concentration

This concentration prepares students for successful careers in Information Systems/Information Technology. It also provides an overview and trend analysis for decision making.

Total Concentration: 16 semester hours

Code	Title	Semester Hours
CMPS 375	Systems Analysis and Design	4
CMPS 490	Database Management Systems	4
CMPS 368	Principles of Computer Networks	4
or CMPS 392	Project Management	
BUS 416	Electronic Commerce (Programming recommended)	4
Total Semester Hours		16

International Business Concentration

This concentration studies how international business practices and customs differ from those in the US.

Total Concentration: 12 semester hours

Code	Title	Semester Hours
Select three of the following:		12
BUS 436	International Finance	
BUS 466	International Marketing	
ECON 324	Comparative Economic Systems	
ECON 325	International Economics	
MGMT 451	International Management	
Total Semester Hours		12

Human Resources Management Concentration

Total concentration: 12 semester hours

Code	Title	Semester Hours
MGMT 455	Managing Human Resources	4
Select two of the following:		8
MGMT 359	Management of Change and Conflict	
MGMT 426	Training and Development	
MGMT 456	Compensation and Benefits	
MGMT 457	Mediation	
Total Semester Hours		12

Masters in Data Analytics 4+1 Program

Open to undergraduate students in the College of Business as well as Computer Science majors, the Masters in Data Analytics 4+1 Program provides students with a comprehensive understanding of business intelligence and the ability to analyze data and generate insights for better decision-making in the modern business world. During the senior year, undergraduate students approved for this MSDA 4+1 Program

will begin taking graduate MSDA courses, which will count toward both degrees, thereby providing an accelerated path to completion.

Minimum Requirements to Apply to Participate in the MSDA 4+1 Program:

1. Must be a current full-time undergraduate student at the University of La Verne.
2. GPA 2.75 overall and in the major.
3. Students must have completed a minimum of 88 units by the end of the junior year.
4. Students must complete the "Application for Graduation Process" for the bachelor's undergraduate degree (between April-May).

MSDA Courses in Senior Undergraduate Year:

1. Once accepted to the Program, it is expected students will register to attend both the Fall and Spring of their senior year as full-time students with a maximum of two MSDA courses each semester.
2. Students may take the remaining GE and major requirements concurrently during this senior year.
3. Students must maintain a 3.0 GPA in the courses intended to be used for the MSDA graduate degree.
4. No undergraduate courses may be used to satisfy MSDA graduate-level courses.
5. If students complete Statistics (e.g., BUS 270 Statistics or a substantially equivalent course) and Linear Algebra (e.g., MATH 320 Linear Algebra or a substantially equivalent course) with grades of C+ or better, MDA 500 Statistics and Linear Algebra can be waived.
6. A maximum of 12 units of MSDA courses (3 units each) can be taken in the senior year, with a maximum of 6 units in Fall and 6 units in Spring.
7. MSDA course options during the senior year may include a maximum of 4 MSDA courses and may be applied to the bachelor's undergraduate degree. See program chair for options.