

**MAJOR REQUIREMENTS FOR THE BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION with a CONCENTRATION IN MARKETING**

UNIVERSITY OF CALIFORNIA, RIVERSIDE

Accredited by the AACSB International

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Business Major Prerequisites (At least 37 units)

CS 8	Introduction to Computing
ECON 4	Principles of Economics
MATH 22	Calculus for Business
STAT 48	Statistics for Business
ECON 102	Microeconomic Theory
ECON 103	Macroeconomic Theory
BUS 10	Introduction to Business
BUS 20	Financial Accounting and Reporting

Upper Division Core (10 courses totaling at least 40 units)

BUS 100	Management Communication
BUS 101	Information Technology Management
BUS 102	Ethics & Law in Business & Society
BUS 103	Marketing & Distribution Management
BUS 104/STAT 104	Decision Analysis & Management Science
BUS 105	Production & Operations Management
BUS 106/ECON 134	Financial Theories & Markets
BUS 107	Organizational Behavior
BUS 108	Financial Evaluation & Managerial Analysis
BUS 109	Competitive and Strategic Analysis

Marketing Concentration Requirements (Five courses totaling min. of 20 units)

AT LEAST TWO must be selected from:

BUS 111	Services Marketing
BUS 112	Consumer Behavior
BUS 113	Marketing Institutions
BUS 114	Marketing in a Global Environment
BUS 116	Pricing
BUS 115	Marketing Research
BUS 117	Advertising
BUS 118	Electronic Marketing
BUS 119	Database Marketing

NO MORE than THREE may be selected from:

CRWT 130	Beginning Creative Nonfiction	PHIL 116	Business Ethics
ECON 104B	Microeconomic Theory II	PSYC 134	Cognitive Processes
ECON 111	Research Methods in Bus & Econ	PSYC 140	Social Psychology
ECON 112	Forecasting in Bus. & Economics	STAT 147	Intro to Statistical Computing

Upper Division Major Electives (Three courses totaling at least 12 units)

Any upper division business course will qualify, except BUS 190- Special Studies
(See Reverse Side of Degree Requirements Worksheet for course list)

PREREQUISITE INFORMATION SHEET

Most courses required for the business program have prerequisites. Before you register, make sure you meet all course requirements. You will be dropped if you don't!

All upper division courses are restricted to Junior/Senior level students. If you are still not formally a Business Administration major, then it is important that you focus on the lower division business major prerequisites and CHASS B.S. breadth requirements. Please consult with the UCR general catalog for course descriptions, prerequisites and units.

<u>Courses</u>	<u>Prerequisite(s)</u>
CS 8	None
ECON 4	None
MATH 22	MATH 4, MATH 5 or placement on Math Advisory Exam
STAT 48	CS 8 AND MATH 4 OR MATH 5
ECON 102	ECON 3 OR 4 AND MATH 22 (OR MATH 9A)
ECON 103	ECON 2 OR 4
BUS 10	None
BUS 20	None
BUS 100	Upper-division standing
BUS 101	CS 8; Upper-division standing
BUS 102	Upper-division standing
BUS 103	Upper-division standing
BUS 104/STAT 104	CS 8; Math 22 or 23; Upper-division standing
BUS 105	BUS 104/STAT 104
BUS 106/ECON 134	ECON 3 or 4; Upper-division standing
BUS 107	Upper-division standing
BUS 108	BUS 20; Upper-division standing
BUS 109	Senior standing in Business Administration
BUS 111	BUS 103
BUS 113	BUS 103
BUS 114	BUS 103
BUS 115	BUS 103
BUS 116	BUS 103
BUS 117	BUS 103
BUS 118	BUS 103
BUS 119	BUS 115
CRWT 130	Two of the following: CRWT 57A, CRWT 57B, and/or CRWT 57C
ECON 104	ECON 102
ECON 111	ECON 2 or ECON 3 or ECON 4
ECON 112	ECON 2 or ECON 3 or ECON 4 and ECON 107
PSYC 134	PSYC 1, PSYC 2, PSYC 11 & PSYC 12
PSYC 140	PSYC 1, PSYC2, PSYC 11, PSYC 12, with grades of "C-" or better
STAT 147	STAT 40 or equivalent
PHIL 116	Upper-division standing

BUS UPPER DIVISION MAJOR ELECTIVES (Any 12 units, excluding BUS 190; listed by functional area for information only)

BUS 111-Services Marketing	BUS 144-Negotiation Fundamentals	BUS 168A-Individual Taxation
BUS 112-Consumer Behav.	BUS 145- Conflict & Cooperation	BUS 168B-Individual Taxation
BUS 113-Marketing Inst.	BUS 146-Intro. To Entrepre.	BUS169A-Auditing
BUS 114-Marketing in a Global Envir.	BUS 147-Entrepre. Finance	BUS 169B-Quality Assurance in Auditing
BUS 115-Marketing Research	BUS 148-, Business Plan Dev.	BUS 171-Systems Analysis & Design
BUS 116- Pricing	BUS 152/ECON152-Econ. Of Labor Relations	BUS 172-Info. Econ.
BUS 117-Advertising	BUS 154A-Bus. Law	BUS 173-Intro. To Database for Mang.
BUS 118-Electronic Marketing	BUS 154B-Intern. Bus. Law	BUS 174-Electronic Commerce
BUS 119-Database Marketing	BUS 155-Mang. Human Res.	BUS 175-Bus. Data Communications
BUS 122-Linear Prog. With App.	BUS 156-Leadership Dev.	BUS 176/SOC 176-The Soc. Of Work in Org.
BUS 127/STAT 127-Intro. To Quality Improv.	BUS 157-Manag. Work Force Diversity	BUS 177-Strategies in Info. Syst.,
BUS 128-Project Planning and Control	BUS 153/ECON 153-Labor Econ.	BUS 178/ ECON 178-International Trade
BUS 129-Supply Chain Mang.	BUS 158/ ANTH 105-Organ. As Cultural Syst.	BUS 179-Bus. Info. Syst. Dev.
BUS 131- Fixed Income Securities	BUS 159-Acct. for Nonprofit Entities	BUS 185-Intern. Strategy & Mang.
BUS 135A-Corp. Finance: Theory & Cases	BUS 160/ECON160-Industrial Org.	BUS 198I-Individual Internship in Bus. Adm.
BUS 135B-Corp. Finance: Theory & Cases	BUS 161- Forensic & Fraud Auditing	(see Gen Catalog for unit restrictions),
BUS 136-Investments:Security Analy.	BUS 162/ECON 162-Mang. Econ.	BUS 199H-Senior Honors Research
& Port. Mang.	BUS 164-Mutinational Acct.	
BUS 137-Investments:Speculative Markets	BUS 165A-Intermediate Fin. Acct.	
BUS 138-Internat. Fin.	BUS 165B-Intermediate Fin. Acct.	
BUS 139-Real Estate Invest.	BUS 165C-Intermediate Fin. Acct.	
BUS 143-Judgment and Dec. Making	BUS 166-Acct. Info. Syst.	
	BUS 167-Adv. Fin. Acct.	