BUSINESS ADMINISTRATION MAJOR – Advising Form  
Minimum 14 Total Units  
(OWU Catalog 2020-2021 and forward)

Name _____________________________ Date _____________

**Economics and Business Department Courses** - A C- or better is required in all prerequisite courses and in BUS 499.

### Required Courses:
- BUS 105 – Exploring Business
- BUS 210 – Marketing Management
- ACCT 217 – Principles of Financial Accounting
- ACCT 280 – Financial Statement Analysis (0.5 unit)
- ACCT 348 – Business Law I
- ECON 110 – Principles of Economics
- Choose one - ECON 252, Intermediate Microeconomics or ECON 255, Monetary & Fiscal Policy or ECON 259, National Income and Business Cycles
- BUS 499 – Senior Seminar: Corporate Strategy *(with a grade of C- or better) *pre-register spring of junior year in the Economics and Business Department.

### Choose One:
- MATH 105 – Probability and Statistics
- MATH 230 – Applied Statistics
- PSYC 210 – Quantitative Methods

### Electives: - 5 minimum upper-level units *(numbered 250 or above)*

#### Management Concentration
- Required Courses: 2 Units
  - 1. ACCT 341 – Managerial Accounting
  - 2. BUS 425 – Entrepreneurship
- Elective Courses: 3 Units *(if completing a double major with Accounting, then an additional elective must be chosen)
  - BUS 264 – Organizational Behavior
  - BUS 269 – International Business Ethics
  - BUS 307 – Special Topics
    - H- Human Resources Management (0.5)
    - E- LEAN Management (0.5)
  - BUS 320 – Business Aspects of Sport
  - BUS 363 – Organizational Structure
  - BUS 462 – Advanced Corporate Finance
  - BUS 476 – International Business
  - BUS 490 – Independent Study
  - BUS 491 – Directed Reading
  - BUS 495 – Apprenticeship
  - ENG 310 – Writing for the Workplace
  - ECON 255 – Monetary and Fiscal Policy
  - OR
  - ECON 259 – National Income and Business
    *(May only receive credit for one.)*
  - ECON 277 – Labor Economics
  - ECON 375 – Industrial Organization
  - COMM-course TBD

#### Marketing Concentration
- Required Courses: 3 Units
  - 1. BUS 410 – Brand Strategy and Management
  - 2. BUS 307 – Special Topics
    - A- Advertising (0.5 unit)
    - B- Public Relations (0.5 unit)
    - C- Marketing Research (0.5 unit)
    - D- Digital Marketing (0.5 unit)
- Elective Courses: 2 Units
  - BUS 269 – International Business Ethics
  - BUS 425 – Entrepreneurship
  - BUS 476 – International Business
  - BUS 490 – Independent Study
  - BUS 491 – Directed Reading
  - BUS 495 – Apprenticeship
  - ENG 310 – Writing for the Workplace
  - PSYC 267 – Behavioral Decision Making
  - OR
  - ECON 388 – Behavioral Economics
    *(May only receive credit for one.)*
  - COMM-course TBD

A maximum of 2 units from BUS 490A, 490B, 491 and 495 may count toward the Business Administration major.

**NOTE:** All courses with the prefix of EMAN are equivalent to BUS.  *Updated 4/20