Undergraduate Advising Office
203 Peterson
(541) 346-3303
http://business.uoregon.edu/ug
http://www.facebook.com/BusinessAdvising

Student Services

Academic Advisors
Available by appointment in 203 Peterson. Advisors can provide information on academic planning study abroad, clubs, professional organizations, and scholarships

Peer Advisors
Drop in academic advising 203 Peterson. Monday through Thursday, 10a.m. – 4p.m., except vacations & finals week

Job Shadow Program
Contact Chris Bennett, Assistant Director, Job Shadow Program: 207 Peterson.
http://business.uoregon.edu/JSPStudents

Career Services
Visit 240 Lillis, or call (541) 346-3301
http://business.uoregon.edu/ug/career

Free Tutoring
Tutoring is available for most business courses - Braddock Tutoring Center 155 Lillis
https://business.uoregon.edu/ug/tutoring/

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Tayah Lin Butler
Academic Advisor	
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Admission Requirements

It is critical that you understand that your application for admission to the Lundquist College of Business is an application for a position. Just as future employers are looking for employees with a particular set of skills, so too is the Lundquist College of Business. Successful applicants will have spent their first two years in college acquiring and demonstrating the skills and qualities the College values and that will make you future successful business leaders.

Pre-Business students can gain admission to the full major through one of two pathways:

1. Automatic Admission: Students who achieve a 3.0 cumulative GPA (including their transfer work) as well as a 3.0 in their pre-business core will qualify for automatic admission, pending successful completion of the online application.

2. Holistic Review: In addition to a demonstrated strong academic record, students can showcase strength in the holistic review criteria by submitting essays, transcripts, and a resume. Students who believe they represent the holistic standards outlined below must submit an application to compete for admission.

We are seeking candidates for admission who have acquired a strong combination of many of the following skills and qualities:

- A strong academic record (including successful completion of the pre-business courses, as outlined on the following page)
- Strong quantitative, written, analytical and oral presentation skills necessary to be successful in our rigorous academic curriculum
- A clarity of purpose with regard to academic and career goals
- Demonstrated leadership on campus and/or in the community (see pages 8-9 for ideas)
- A global mindset
- Ability to overcome obstacles
- Utilization and effective leveraging of university/community resources and opportunities
- Demonstrated entrepreneurship
- Cultural competence

To demonstrate a candidate’s “strength” in the above areas, the following will be submitted for review to the Admissions Committee:

- Academic transcript(s)
- 3 short-answer essays
- Resume

Our holistic review process follows a committee-based approach. Each application will be thoroughly reviewed by a three member Admissions Committee and each committee member will provide an individual appraisal of the candidate.

Workshops or other opportunities will be available throughout the year to assist students with developing themselves holistically. Students should inquire about these opportunities with a business advisor during their freshman year.
Pre-Business Requirements**

Most students complete these requirements in their first two years, while also working to develop the skills and qualities listed on page 2 of this document. Successful applicants will:

- Complete 90 credits
- **Earn 3.0 Cumulative G.P.A.* includes UO AND transfer coursework**
- Attain a minimum of C- or better in all pre-business requirements
- All pre-business requirements (including AEIS) must be taken for a letter grade.

WR 121 & (122 or 123)  Writing Composition

MATH 241 & 242  Business Calculus - Math 251 & 252 can substitute. Please see an advisor for other substitutions

MATH 243  Business Statistics - PSY 302 can substitute

BA 240  Managing Business Information – Requires sophomore standing to enroll. Pre-requisite: knowledge of spreadsheet, database, and word processing applications

- **Earn a 3.0 G.P.A. in the following Pre-Business Core courses** *
  
  BA 101  Introduction to Business - This course meets social science group requirement

  ECON 201, 202  Micro and Macro Economics - These 2 courses meet social science group requirement

  ACTG 211 & 213  Financial and Managerial Accounting - These 2 courses require sophomore standing to enroll

  **NOTE:** Pre-business core courses may only be repeated once

- International students must meet English language proficiency requirements (575 - PBT, 89 - IBT TOEFL, 7.0 IELTS, or completion of AEIS courses) and writing courses as outlined above.
- Complete an online major application (see below)

Applying for Major Status

Students must submit an application for major status one term prior to enrolling in upper division business courses - typically in the term they are completing the last of their pre-business requirements. Students wishing to be admitted for fall term should plan to complete their pre-business requirements and apply to the major in spring term. Applications will require submission of a resume and essay questions. Students can select either Accounting or Business Administration as their major. Admission to the major is required to enroll in upper-division core or major courses. For more details please come to 203 Peterson.

Applications are available online at: [http://business.uoregon.edu/ug/apply/major/](http://business.uoregon.edu/ug/apply/major/).

- While it is possible to gain automatic admission by earning a 3.0 cumulative GPA and a 3.0 Core GPA we **strongly advise against solely** relying on this path of admission as it will not equip you with the skills to be competitive in the job search process upon graduation. GPA requirements may increase and course requirements may change. Consult LCB website for updates.

- **Students are not required to complete their University General Education requirements before being admitted to the Lundquist College of Business; however, students are strongly advised to finish as much of their general university coursework as possible in their first two years. For a full list of general education requirements, see the university catalog. Some of the pre-business requirements also fulfill general education requirements.**
Major Requirements

The Lundquist College of Business offers two majors; one in Accounting and one in Business Administration. All Accounting and Business Administration majors are required to complete ten Upper-Division Core courses and seven additional courses, depending on the major, as outlined below. Additionally, to graduate from the Lundquist College of Business, students must fulfill a Non-Business Breadth and a Global Context requirement with coursework outside the college of business.

Upper-Division Core:
- BA 352 Leadership & Communication
- MKTG 311 Marketing Management
- FIN 311 Economic Foundations of Competitive Analysis
- FIN 316 Financial Management
- MGMT 321 Managing Organizations
- BE 325 Global, Legal, and Social Environment of Business
- OBA 330 Business Statistics
- OBA 335 Operations Management (pre/corequisite: OBA 330)
- OBA 340 Business Information Systems
- BA 453 Business Strategy and Planning (prerequisite: 300-level core courses)

Please note: Business majors are advised to take the 300-level upper division core prior to taking 300 and 400-level business electives. Majors should begin the upper-division core with BA 352. Students should take BA 453 in their senior year and must complete all 300-level core courses prior to enrolling. All upper division business courses must be taken graded and passed with a C- or better. Business students cannot “double major” in both Accounting and Business Administration. Please ask an advisor if you have questions.

Common Substitutions:
- EC 311 can substitute for FIN 311 (LCB Honors students will be required to take FIN 311H within the honors program. Accounting and Finance students are strongly encouraged to take FIN 311.)
- EC 320 and EC 421 combined can substitute for OBA 330 (formerly EC 420 & 421)
- CIT 382 can substitute for OBA 340 (for CIT minors)
- Math Minors or Double majors - see an advisor about possible OBA 330 substitutions

Accounting Major

Accounting Majors will complete the ten Upper Division Business Core classes and an additional seven courses in upper division Accounting.
- ACTG 350 Intermediate Accounting I
- ACTG 351 Intermediate Accounting II
- ACTG 352 Intermediate Accounting III
- ACTG 360 Cost Accounting
- ACTG 440 Auditing and Information Systems
- ACTG 450 Advanced Financial Accounting
- ACTG 470 Introduction to Federal Taxation

Since not all courses are offered every term, students must carefully plan their program in advance. Students should take ACTG 350, 351, 352 as soon as possible after they are admitted to the accounting major.

https://business.uoregon.edu/ug/majors/accounting.

Certified Public Accountant

Students pursuing the Certified Public Accountant (C.P.A.) designation are required to earn additional credits prior to sitting for the C.P.A. exam. There are various ways to earn these credits, including the UO’s Master of Accounting one-year program. Contact the Accounting Department for details.
Business Administration Major

The Business Administration major requires the ten Upper Division Business Core Courses and seven additional approved upper-division business electives courses from at least three different departments in the Lundquist College of Business (Accounting, Decision Science, Finance, Management, and Marketing/Sports Business/BE).

LCB Concentrations 2015-2016

It is possible to select electives in such a way that students earn an optional concentration in a specific area. Please note that concentrations are not documented by the UO and will not appear a student's transcript or diploma. Students may indicate concentrations on their resume. The electives for each concentration are outlined here. Students can find specific information, including courses, pre-requisites, recommended extracurricular activities, and more on the concentration sheets which are updated annually and available in 203 Peterson or online at: http://business.uoregon.edu/ug/concentrations

<table>
<thead>
<tr>
<th>Entrepreneurship/Small Business</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 335 Launching New Ventures</td>
<td>MKTG 390 Marketing Research</td>
</tr>
<tr>
<td>ACTG 340 Accounting for Entrepreneurs</td>
<td>MKTG 420 Marketing Communications</td>
</tr>
<tr>
<td>MKTG 445 Entrepreneurial Marketing</td>
<td>MKTG 435 Consumer Behavior</td>
</tr>
<tr>
<td>MGMT 455 Implementing Entrepreneurial Strat.</td>
<td>MKTG 490 Marketing Strategy</td>
</tr>
</tbody>
</table>

Sports Business

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 390</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>SBUS 450</td>
<td>Sports Marketing</td>
</tr>
</tbody>
</table>

*Plus two courses from the following 3 courses:*

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SBUS 452</td>
<td>Sports Sponsorship</td>
</tr>
<tr>
<td>SBUS 453</td>
<td>Law and Sports Marketing</td>
</tr>
<tr>
<td>SBUS 455</td>
<td>Financing Sports Business</td>
</tr>
</tbody>
</table>

Strongly recommended in addition to the above requirements:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 490</td>
<td>Marketing Strategy</td>
</tr>
</tbody>
</table>

Finance

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 380</td>
<td>Financial Markets and Investments</td>
</tr>
<tr>
<td>FIN 473</td>
<td>Financial Analysis and Valuation</td>
</tr>
</tbody>
</table>

*Plus two courses from the following 3 courses:*

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 462</td>
<td>Derivative Markets and Financial Inst.</td>
</tr>
<tr>
<td>FIN 463</td>
<td>International Finance</td>
</tr>
<tr>
<td>FIN 464</td>
<td>Commercial Banking</td>
</tr>
</tbody>
</table>

Operations Business Analytics (formerly Information Systems & Operations Management)

Students must choose 4 courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBA 410</td>
<td>Business Analytics</td>
</tr>
<tr>
<td>OBA 410</td>
<td>Service Operations</td>
</tr>
<tr>
<td>OBA 433</td>
<td>Information Analysis for Managerial Decisions</td>
</tr>
<tr>
<td>OBA 477</td>
<td>Supply Chain Operations and Information</td>
</tr>
<tr>
<td>OBA 488</td>
<td>eBusiness</td>
</tr>
<tr>
<td>OBA 444</td>
<td>Business Database Management Systems</td>
</tr>
<tr>
<td>OBA 466</td>
<td>Project and Operations Management Models</td>
</tr>
</tbody>
</table>
LCB Upper Division Business Electives by Department

This list includes concentration courses and other electives which may fulfill the seven elective requirement. Please note that classes must be taken from at least three departments.

**Operations Business Analytics (formerly Decision Sciences)**
- OBA 410  "Hot Topic Course" – Topics vary
- OBA 433  Info Analysis for Mgmt. Decisions
- OBA 444  Business Database Mgmt. Systems
- OBA 466  Project & Operations Mgmt. Models
- OBA 477  Supply Chain Operations
- OBA 488  eBusiness

**Finance**
- FIN 380  Financial Markets and Investments
- FIN 410  "Hot Topic Course" – Topics vary
- FIN 462  Derivative Markets & Fin. Institutions
- FIN 463  International Finance
- FIN 464  Commercial Banking
- FIN 473  Financial Analysis & Valuation

**Marketing**
- MKTG 390  Marketing Research
- MKTG 410  "Hot Topic Course" – Topics vary
- MKTG 420  Marketing Communications
- MKTG 435  Consumer Behavior
- MKTG 445  Entrepreneurial Marketing
- MKTG 470  International Marketing
- MKTG 490  Marketing Strategy
- SBUS 450  Sports Marketing
- SBUS 452  Sports Sponsorship
- SBUS 453  Law & Sports Marketing
- SBUS 455  Financing Sports Business
- BE 410  Law for Managers

**Management**
- MGMT 335  Launching New Ventures
- MGMT 410  "Hot Topic Course" – Topics vary
- MGMT 415  Human Resources Management
- MGMT 417  Negotiation Strategies
- MGMT 420  Managing in a Global Economy
- MGMT 455  Implementing Entrepren. Strategies

**Accounting**
- ACTG 340  Actg. for Entrepren. (not for ACTG majors)
- ACTG 350  Intermediate Accounting I
- ACTG 351  Intermediate Accounting II
- ACTG 352  Intermediate Accounting III
- ACTG 360  Cost Accounting
- ACTG 440  Auditing & Information Systems
- ACTG 450  Advanced Financial Accounting
- ACTG 470  Introduction to Federal Taxation

**Other - Business Administration**

Below is a list of other course offerings that could fulfill an upper division elective requirement. **Courses with a BA prefix are considered interdisciplinary and, therefore, are NOT counted as from a department.** A maximum of one course from the “other” list may be applied towards the major requirements. Students will still need other courses from **three** departments to meet the degree requirements. Brief descriptions of all of these courses can be found in the online class schedule by clicking on the CRN.

- **BA 361**  Cross-Cultural Business Communication
- **BA 365**  Cross-Cultural Negotiation
- **BA 430**  Leadership in Action (invitation only)
- **OBA 406/407/409**
- **FIN 406/407/409**
- **MGMT 406/407/409**
- **ACTG 406/407/409**
- **MKTG 406/407/409**

★ Courses with these numbers must be individually approved by the LCB and at least four credits to be eligible for a business elective
Required Coursework Outside the College of Business

All business and accounting majors must complete 90 credits of non-business coursework and complete the following two requirements prior to graduation. Please note: these are NOT requirements for admission to the major. Many students do, however, begin working on these requirements before admission to the major. Careful planning of general education requirements may enable students to meet these requirements simultaneously.

Students are required to submit a written plan for departmental approval to the Undergraduate Advising Office, 203 Peterson, outlining how they will meet the following two requirements.

Non-Business Breadth Requirement
To complete this requirement, students must take 24 credits from an inter-related set of courses outside of business that relate to their career interests. Completion of a minor will automatically fulfill this requirement as will two years of college-level foreign language. Coursework must reflect a P or C- or better. Students using courses for this requirement and a minor or other major should check with the department for additional grading requirements. Additional suggestions are online: https://business.uoregon.edu/ug/advising/resources/nonbusiness-breadth-requirement.

Global Context for Business Decisions
Global Context requires that students take three courses that focus on the culture of a country other than their native countries. All three courses should focus on the same country and be at least three credits each. Students wishing to study a region should obtain advisor approval. Foreign language courses must be at least 200-level or higher. Alternatively, students who study abroad in one country for six weeks or more may have all or part of the Global Context requirement waived with academic advisor approval. International internships of six weeks or longer may also waive part of the Global Context requirement if pre-approved by an academic advisor. Coursework must reflect a P or C- or better. Students using courses for this requirement and a minor or other major should check with the department for additional grading requirements. A list of global context recommendations is online: https://business.uoregon.edu/ug/advising/resources/global-context-requirement.

Options for adding an international component to your major

Global Management Certificate
The Certificate in Global Management gives business and accounting majors an opportunity to showcase their interest and competence in international culture and business. The certificate requires completion of at least two years of a foreign language, a twenty-four credit area study and International Business core classes. Study abroad is encouraged but not required. Students may overlap some of this coursework with general education or other business requirements and are encouraged to meet with an advisor early in their program to learn how they can select general education requirements that will also fulfill certificate requirements. Students who wish to earn this certificate must submit a plan for approval. Stop by 203 Peterson for more details.

Study Abroad and International Internships
The Lundquist College of Business encourages students to utilize study abroad and internship opportunities to prepare themselves to compete in today’s global market. The UO offers extensive opportunities to study/intern in other countries. Study abroad can fulfill multiple degree requirements. LCB advisors are available to help students integrate these experiences into their academic plans. For more information on international opportunities, please check out http://studyabroad.uoregon.edu.
Lundquist Resources and Activities

Building Business Leaders
The Building Business Leaders Seminar Series is an opportunity for under-represented minority students to bond as a group, support each other’s pursuit of business education and launch them for professional success. Benefits of participating in Building Business Leaders include:

- Guaranteed placement in the vibrant and supportive College of Business Residential Community
- Pre-enrollment in two terms of the Building Business Leaders seminar
- Advanced pre-enrollment in the same section of Introduction to Business (BA 101) for your first term at University of Oregon
- Learn to lead and succeed in the Lundquist College of Business—and beyond

Students who complete the BBL first year program are inducted to the University of Oregon CEO Network, an organization of students and alumni of color pursuing business and professional success.

For more information
Visit [http://uoceonetwork.uoregon.edu/buildingbusinessleaders/](http://uoceonetwork.uoregon.edu/buildingbusinessleaders/)
Contact Tayah Butler at tbutler@uoregon.edu or 541-346-3365

Job Shadow Program
The Job Shadow Program is an opportunity for pre-business students to explore a career by observing professionals, many of whom are alumni of the Lundquist College, during a typical day on the job. The program pairs you with a host company and provides training to help you make the most of the experience.

Why participate?

- Gain exposure to career paths and make informed course, internship and career decisions
- Build professional skills, self-confidence and industry awareness
- Strengthen your application to the business or accounting major
- Improve your employment prospects after graduation

Program prerequisites

- Declared pre-business administration major (The program is intended for pre-business administration majors in their sophomore year but juniors and experienced freshmen may also apply.)
- Completion of BA101 with minimum grade of B-
- Minimum cumulative GPA of 2.75
- Placements with public accounting firms require a 3.25 cumulative GPA and a B or better in ACTG 211
- International Students must have completed any required AEIS courses before applying

What companies can I visit?

- Job shadow hosts represent a wide range of industries, companies and career paths, and are available in Oregon, Washington, California and beyond
- You are responsible for all of your travel, food and accommodation expenses
- Limited travel funds are available to support travel to job shadow sites beyond Eugene

For more information and to apply
Visit [http://business.uoregon.edu/JobShadow](http://business.uoregon.edu/JobShadow)
Contact Chris Bennett at cwb@uoregon.edu or 541-346-8205.
Resources and Activities, Continued

LCB Honors Program
The LCB Honors Program admits a cohort of 35 students each fall. Honors students take nine core business classes together in honors sections taught by select faculty. Participants benefit from a small and dedicated learning community, real life experience with local and international companies, experiential learning opportunities and an active alumni network. Students with a record of extracurricular achievement who have maintained a pre-business core GPA of at least 3.6 and an overall GPA of 3.5 are encouraged to apply. Applications are due winter term for admittance into the subsequent fall cohort. For more information, contact the program director Deborah Bauer, djbauer@uoregon.edu, 541-346-2836. http://business.uoregon.edu/ug/honors/

Braddock Tutoring Center
Braddock Tutoring Center provides tutoring to accounting, business or pre-business students seeking academic assistance for a wide variety of pre-business and upper division courses. Tutors are available during fall, winter, and spring terms on a drop-in basis from Monday through Thursday. https://business.uoregon.edu/ug/tutoring/

Scholarships
Each year the Lundquist College of Business awards approximately $350,000 in undergraduate scholarships to students pursuing a business or accounting major. Typically, scholarship applications are due in February and are awarded to students who will be juniors or seniors and admitted to the major by fall term of the following academic year. Selection for these scholarships is competitive. Accounting majors should also plan to apply for scholarships through the Accounting Department. https://business.uoregon.edu/ug/apply/scholarships

LCB Clubs
The Lundquist College of Business encourages early and continued participation in clubs and activities to enhance classroom learning, build experience, and develop professionally. Information about all the LCB clubs can be found at https://business.uoregon.edu/ug/clubs

College of Business Residential Community
The College of Business Residential Community (CBRC) is designed for students who are interested in pursuing a career in business. You will live and learn alongside your peers and participate in programs focused on career exploration, resume writing, elevator pitches, networking, and business etiquette. You’ll have the opportunity to participate in the Lundquist College of Business Job Shadow Program, too.

This residential community’s orientation course will help you identify and leverage campus resources, and prepare for admission to the Lundquist College of Business. You’ll even have special chances to talk with business leaders and faculty about their career paths, and at the Lundquist College of Business student club night, you’ll make important connections early within the community and start building essential leadership skills. To apply for this community, visit http://housing.uoregon.edu and select “College of Business Residential Community” on the “Academic Residential Communities” page.
Additional Information

Fall Welcome Event
In the fall, the dean, faculty, and students of the Lundquist College of Business hold a celebration for new and returning business and accounting. This event is designed to celebrate the admission of new majors into the College and introduce them to faculty and fellow majors.

LCB Mandatory Attendance Policy
All Lundquist College classes require mandatory attendance. Students who miss days of class risk losing their seats in the course. Visit the Registrar’s website for more information about the policy. In an emergency, clear communication with the faculty member is encouraged prior to the start of classes.

LCB Email, Canvas & Facebook
The Lundquist College of Business relies heavily on UO technology systems to advise students on program requirements, changes, and current events in the LCB. Email is the UO’s official mode of communication. Information will be posted on Canvas and/or sent via e-mail, to all students who are declared as pre-business, business, or accounting. The information will be sent to students’ uoregon.edu e-mail account.

Student Responsibilities
Students are responsible for keeping current on all changes in requirements for admission to the major and degree completion. Students are responsible for knowing information sent out via UO email and are advised to check their Canvas announcements and UO email account daily and meet regularly with LCB advisors.
Lundquist College of Business Grading Policy

We often get questions regarding the LCB’s Grading Policy. This information is to help clarify the policy. The Executive Council (deans & department chairs) developed grading guidelines to:

1. Provide grading guidance to instructors,
2. Increase grading consistency across courses, and
3. Give students clear information on academic standards in the Lundquist College.

Philosophy

One of the most important roles students and society expect of teachers and educational institutions is the evaluation of student learning and achievement. Instructors in higher education must distinguish passing from failing and excellence from mediocrity. Failure to make these useful and important distinctions reduces the value of education to students and to society.

Implementation

The table below lists the guidelines developed by the Executive Council. While there is variation across classes in the ability and effort of students, the standards are sufficiently broad to accommodate reasonable variation in performance.

The GPAs listed below are Class GPAs computed by multiplying the number of A, A-, B+, C, etc. grades times the GPA value of each grade. For example consider a class with 40 students with the following grades: 8 A, 14 B, 16 C, and 2 D. The calculation is 
\[(8 \times 4.0) + (14 \times 3.0) + (16 \times 2.0) + (2 \times 1.0)]/40 = (32 + 42 + 32 + 2)/40 = 2.70\] GPA. Thus, a class GPA of 2.70 can result from many different distributions of grades, i.e., all B’s and C’s, A’s, B’s C’s and D’s etc. There is no quota on the number of A’s or B’s. Grade distributions in the vast majority of Lundquist College classes last year fit within the grade point ranges listed below.

Average Grade Point Ranges by Type of Classes

<table>
<thead>
<tr>
<th>Class Level</th>
<th>Average Grade Point Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Pre-Business Classes</td>
<td>2.3 - 2.8</td>
</tr>
<tr>
<td>Undergraduate Minor Classes</td>
<td>2.7 - 3.2</td>
</tr>
<tr>
<td>Undergraduate Major Core Classes</td>
<td>2.6 - 3.1</td>
</tr>
<tr>
<td>Undergraduate Major Electives</td>
<td>2.7 - 3.2</td>
</tr>
<tr>
<td>Undergraduate Honors Classes</td>
<td>3.2 - 3.5</td>
</tr>
<tr>
<td>MBA Core Classes</td>
<td>3.1 - 3.4</td>
</tr>
<tr>
<td>Other Masters Classes</td>
<td>3.2 - 3.5</td>
</tr>
</tbody>
</table>
Charles H. Lundquist College of Business

Code of Professional Business Conduct
A Statement of Values

The Lundquist College of Business learning community is committed to a set of core values that guide our interactions with one another. Our values are as important within our LCB community as within the business community. Our values help define both how we aspire to act and what it means to be a business professional.

Integrity
Members of our community act with integrity and honesty. These qualities are essential in providing a basis for trust and go to the core of what is expected from business professionals.

Respect
Our community conveys respect for the dignity of all people. Our relationships are based on mutual respect. Differences of opinion are discussed openly and civilly. These discussions focus on issues and are presented in a courteous manner. We are sensitive to the impacts of both our words and actions on others.

Openness
We encourage all members of our community to exchange ideas freely within the bounds of reasonable behavior. We recognize that learning requires an open environment.

Responsibility
We act publicly and accept responsibility for our actions. We understand that the community will keep us accountable for our dealings. We deliver on the commitments and promises we make to others.

Teamwork
Our community is stronger when we work as a team. We foster attitudes encouraging members of the community to give and receive constructive criticism, and develop creative solutions to challenges.

The University of Oregon is an equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act. This publication will be made available in accessible formats upon request.