



Undergraduate Advising Office

2019-20

203 Peterson

(541) 346-3303

business.uoregon.edu/ug

facebook.com/UOBizAdvising

Academic Advisors

Advisors are available by in person, phone, or video conference appointments. Advisors can provide information on applying to the major, academic planning, study abroad, clubs, professional organizations, and scholarships.

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Peer Advisors

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

**To make an appointment with an academic advisor, please stop by
203 Peterson or give us a call at 541-346-3303.**

Important Resources

Career Services (more details on page 8)

Visit 155 Lillis, or call (541) 346-3301

business.uoregon.edu/ug/career

Braddock Tutoring Center (240 Lillis)

Free tutoring for pre-business, accounting, and business majors seeking assistance for a 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.

business.uoregon.edu/ug/tutoring

Scholarships

The Lundquist College of Business awards approximately \$500,000 annually in scholarships to undergraduate students pursuing a business or accounting major. Applications are due in February and are awarded to students who will be 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 School of Accounting.
business.uoregon.edu/ug/apply/scholarships

Holistic Qualities and Skills for Successful Lundquist Students

While students are developing their academic strengths, it is vitally important that they also be developing qualities and skills that will enhance their chances of success in the ever changing business world. We encourage all students to seek ways to further develop a strong combination of many of the following skills and qualities:

- A strong academic record (including successful completion of the required lower division courses, as outlined on page 3)
- 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
- A global mindset and cultural competence
- Ability to overcome obstacles
- Utilization and effective leveraging of university/community resources and opportunities
- Demonstrated entrepreneurship

All students are encouraged to construct a plan to develop holistic qualities. While admission is guaranteed 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.

Two Paths to Admission into the Business Administration or Accounting Major

1. **Standard Admission:** This is the most common admission process for students. Students seeking standard admission will start as pre-business majors and need to complete the lower division core and supporting coursework, meet the GPA requirements, and apply to become a business or accounting major around the time they complete 90 credits. The majority of business administration and accounting majors will gain admittance through this process.
 - **Guaranteed Admission:** Students who achieve a 3.0 cumulative GPA (including their transfer work) as well as a 3.0 in their lower division core will qualify for guaranteed admission, pending successful completion of the major application.
 - **Holistic Review:** Students who have demonstrated a strong academic record—but do not meet the 3.0 GPA requirements—may still submit an application for admission. This is a competitive selection process and students should be strategic in developing their holistic qualifications (see above). An admissions committee thoroughly reviews applications and considers the student’s academic record, as well as their strengths in the holistic review criteria.
2. **First Year Direct Admission:** Direct admission is only offered to first-year students who are entering in the fall term. Students who apply to the University of Oregon and list their intended major as business are considered for first year direct admission. The University of Oregon considers a number of factors when inviting a student for direct admission, including high school GPA, strength of academic coursework, test scores, and ability to enhance the diversity of the university. These students will still need to complete their lower-division business coursework but will not need to apply to the major. First year Direct Admit students are highly encouraged to maintain a strong academic record in order to be successful in all coursework.

Lower Division 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.

- Complete 90 credits
- **Earn 3.0 Cumulative GPA**, includes UO **AND** transfer coursework
- Attain a minimum of C- or better in all lower division requirements
- All these requirements (including AEIS) must be taken for a **letter grade**.
- **Supporting Coursework**
 - WR 121 & 122/123 Writing Composition
 - MATH 241 Business Calculus - Math 251 can substitute. See an advisor for other substitutions. MATH 242 is no longer required.
 - MATH 243 Intro to Probability and Statistics - PSY 302 can substitute
 - BA 240 Managing Business Information –Requires sophomore standing to enroll.
 - AEIS (Int'l students) AEIS courses or English language proficiency test score (575 - PBT, 89 - IBT TOEFL, 7.0 IELTS)
- **Earn a 3.0 GPA in the following five lower division core courses**
 - BA 101 Introduction to Business - This course meets social science area of inquiry requirement
 - ECON 201 & 202 Micro and Macro Economics - Both courses meet social science area of inquiry requirement
 - ACTG 211 & 213 Financial and Managerial Accounting – Both courses require sophomore standing to enroll
- **Complete an online major application**

Repeat Policy: The UO prohibits retaking courses in which a C or P or better has been previously earned. A petition process is available. The Lundquist College further limits the repeating of core courses to one time (including marks of W,N,F,D,C-). More info: registrar.uoregon.edu/current-students/repeating-courses
Please discuss any plans to repeat a course with an academic advisor.



Applying for Major Status

Students seeking admission through the standard, or holistic, pathway must submit an application one term prior to enrolling in upper division business courses - typically in the term they are completing their lower division requirements. Students wishing to be admitted for fall term should complete their pre-business requirements and apply to the major in spring term. Admission to either major is required to enroll in upper division core or major courses. The following documents are required for admission:

- Academic transcript(s)
- A cover letter and resume
- Short-answer essays

Major application: business.uoregon.edu/ug/apply/major

**Students are not required to complete their university core education requirements before admission 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 core education requirements, see the university catalog. Some of the pre-business requirements also fulfill core education requirements.

Upper Division Requirements

The Lundquist College of Business offers business administration and accounting majors. Students in both majors are required to complete ten upper-division core courses and seven additional courses, depending on the major. In order to graduate from the Lundquist College of Business, students must also fulfill a non-business breadth and a global context requirement with coursework outside of the College of Business.

Upper Division Business Core: In addition to requiring that you are a business administration or accounting major, each upper-division core course requires specific lower division courses. Pre-requisites listed on classes.uoregon.edu.

BA 308 (formerly BA 352)	Leadership and Communication
MKTG 311	Marketing Management (prerequisite BA 308/352)
FIN 311	Economic Foundations of Competitive Analysis
FIN 316	Financial Management
MGMT 311 (formerly MGMT 321)	Managing People in Organizations (prerequisite BA 308/352)
BA 325	Business Law and Ethics
OBA 311 (formerly OBA 340)	Business Analytics I
OBA 312 (formerly OBA 330)	Business Analytics II (prerequisite OBA 311/340)
OBA 335	Operations Management
BA 453	Business Strategy and Planning (prerequisite: 300-level core courses)

Please note: Majors should begin the upper division core with BA 308. Business administration majors are advised to take the 300-level upper division core prior to taking 300 and 400-level business electives. Students should take BA 453 in their senior year after completing all 300-level core courses. All upper division business courses must be taken graded and passed with a C- or better. **Students are required to take a minimum of 44 upper division credits at the Lundquist College of Business.** Business students cannot “double major” in both business administration and accounting. Please ask an advisor if you have questions.

Accounting Major

Accounting Majors 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
ACTG 450	Advanced Financial Accounting
ACTG 470	Federal Taxation

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

For more information please visit:

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 School of Accounting for details. More accounting and C.P.A. information can be found on our website.

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, Operations and Business Analytics, Finance, Management, and Marketing/Sports Business. Please note: Courses with a BA prefix are considered interdisciplinary and, therefore, are not counted as from a department)

Lundquist College Concentrations 2019-2020

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 on a student's transcript or diploma. Students may indicate concentrations on their resume. 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:

business.uoregon.edu/ug/concentrations.

Entrepreneurship/Small Business

MGMT 335 Launching New Ventures
ACTG 340 Accounting for Entrepreneurs
MKTG 445 Entrepreneurial Marketing
MGMT 455 Implementing Entrepreneurial Strategies

Marketing

MKTG 390 Marketing Research
MKTG 420 Marketing Communications
MKTG 435 Consumer Behavior
MKTG 490 Marketing Strategy

Sports Business

MKTG 390 Marketing Research
SBUS 450 Sports Marketing
Plus 2 courses from the following 4 courses:
SBUS 452 Sports Sponsorship
SBUS 453 Law and Sports Business
SBUS 455 Financing Sports Business
SBUS 456 Sports Brand Management
Strongly recommended in addition to the above requirements:
MKTG 490 Marketing Strategy

Finance

FIN 380 Financial Markets and Investments
FIN 473 Financial Analysis and Valuation
Plus 2 courses from the following 3 courses:
FIN 462 Derivative Markets and Financial Inst.
FIN 463 International Finance
FIN 464 Commercial Banking

Operations and Business Analytics

Students must choose 4 courses:
OBA 410 Analyzing Big Data
OBA 410 Predictive Analytics
OBA 410 Python for Data Analytics
OBA 410 Business Decision Analytics
OBA 444 Business Database Management Systems
OBA 466 Project and Operations Management Models
OBA 477 Supply Chain Operations and Information

Lundquist College Upper Division Business Electives by Department

This list includes concentration courses and other electives which may fulfill the seven elective requirement. Not all electives are offered every term. Consult the class schedule or speak with an advisor to determine pre-requisites and timing. Please note that classes must be taken from at least three departments.

Operations and Business Analytics

OBA 410	“Hot Topic Course” – Topics vary
OBA 444	Business Database Mgmt. Systems
OBA 466	Project & Operations Mgmt. Models
OBA 477	Supply Chain Operations

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

Management

MGMT 335	Launching New Ventures
MGMT 410	“Hot Topic Course” – Topics vary
MGMT 415	Human Resources Management
MGMT 416	Org. Development & Change Mgmt.
MGMT 417	Negotiation Strategies
MGMT 420	Managing in a Global Economy
MGMT 455	Implementing Entrepren. Strategies

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 Business
SBUS 455	Financing Sports Business
SBUS 456	Sports Brand Management

Accounting

ACTG 340	Accounting for Entrepreneurs (not for ACTG majors)
ACTG 350	Intermediate Accounting I
ACTG 351	Intermediate Accounting II
ACTG 352	Intermediate Accounting III
ACTG 360	Cost Accounting
ACTG 410	Accounting Info Systems
ACTG 410	Law for Managers
ACTG 440	Auditing
ACTG 450	Advanced Financial Accounting
ACTG 470	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	MGMT 406/407/409*
ACTG 406/407/409*	MKTG 406/407/409*
FIN 406/407/409*	OBA 406/407/409*

* Courses with these numbers must be individually approved by the Lundquist College and at least four credits to be eligible for a business elective. BA Courses do not count as a department.

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 core 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 second language. Coursework must be passed with 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: 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. Second 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 be passed with 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: business.uoregon.edu/ug/advising/resources/global-context-requirement.

Add an international component to your major

Certificate in Global Business (open to all campus majors)

The Certificate in Global Business gives students an opportunity to pursue competence in international business studies, develop a global mindset, gain an understanding of globalization, and acquire skills to work with others from around the world. This certificate is for those who want to work internationally and appreciate the different cultural values, economies, and communication styles of our vast and varied world. The certificate requires completion of a twenty-credit area study, International Business core classes, and either studying abroad or studying a second language through the second year. Some certificate coursework may overlap with core education or other requirements. Meet with an advisor early to select core education requirements that also fulfill certificate requirements. Students must submit a plan for approval.

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 may fulfill multiple degree requirements. Lundquist College advisors are available to help students integrate these experiences into their academic plans. For more information on international opportunities, please check out geo.uoregon.edu.

Resources and Activities

Graduating in four years:

Graduating in four years is definitely possible for you! Working with an advisor to make an academic plan is the first step toward that goal. Sample four-year plans are available for both business administration and accounting majors at the links below. Work with an advisor to customize these plans to your needs.

Bachelor of Arts in Business Administration: <https://uobiz.co/BA-BADM>

Bachelor of Science in Business Administration: <https://uobiz.co/BS-BADM>

Bachelor of Arts in Accounting: <https://uobiz.co/BS-ACTG>

Bachelor of Science in Accounting: <https://uobiz.co/BA-ACTG>

Career Services

business.uoregon.edu/career 541-346-3301, 155 Lillis

The Lundquist College of Business has a dedicated Career Services office in Lillis where full-time advisors and well-trained career peer educators assist students in reaching their career goals. Career Services helps students navigate the career exploration and job search process, develop career search skills, and build a portfolio of work experiences. They offer career advising and support, host workshops and networking events, the **Job Shadow Program** and the **Oregon Business Internship Collaborative (OBIC)**. Students should begin connecting with the Career Services resources from the beginning of their first year to enhance their career exploration and aid them in their professional development journey.

Lundquist College of Business Honors Program

business.uoregon.edu/ug/honors Program Director Eric Boggs, boggs@uoregon.edu, 541-346-4659.

Honors students take **nine** upper division core business classes together in sections taught by select faculty. Participants benefit from a small and dedicated learning community, real life experience with local 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 35 person fall cohort. Students typically apply in winter term of their sophomore year.

Lundquist College Clubs and Organizations

business.uoregon.edu/ug/clubs

The Lundquist College of Business encourages early and continued participation in one or more of the 18 plus clubs and activities available to enhance classroom learning, build experience, and develop professionally.

Business Academic Residential Community (Business ARC)

business.uoregon.edu/ug/advising/residential-community

As a member of this residential community in Earl Hall, students will live and learn with other students who have a potential interest in pursuing a career in business. Business ARC residents will have the opportunity to take lower division business courses together and support each other's academic success. Residents will participate in a wide variety of career exploration and development programs focused on leadership, diversity, and empowerment as a student in the Lundquist College of Business. The Business ARC also houses the Innovation Lab which is a great place for future entrepreneurs to develop business ideas and create product prototypes. Students apply via their housing application.

Lundquist College of Business Minors

business.uoregon.edu/ug/minors

Gaining insight into various aspects of business can be important for students from other majors. The Lundquist College of Business offers four minors: Business Administration, Sports Business, Entrepreneurship and Sustainable Business. Due to the nature of these minors, they are not available to business administration or accounting majors.

Lundquist College Policies

University of Oregon and Lundquist College Mandatory Attendance Policy

Any Lundquist College classes marked with an 'A' in the class schedule (classes.uoregon.edu) require mandatory attendance. Students who miss the *first day* of class will lose their seats in the course. In an emergency, clear communication with the faculty member is encouraged *prior* to the start of classes.

Lundquist College Communication

The Lundquist College of Business relies heavily on UO technology systems to advise students on program requirements, changes, and current events in the Lundquist College. Email is the UO's official mode of communication. Important information for students who are declared pre-business, business, or accounting will always be sent to a uoregon.edu email account

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 Lundquist College 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.

Suggested Term Schedule for Successful Advising

When	What
Before term	<ul style="list-style-type: none"> Identify your goals for the term. Goals may include student engagement/campus life, career, graduate and/or professional school pursuits
Week 1	<ul style="list-style-type: none"> If necessary, make any last-minute changes to your term schedule; check academic deadlines on the Registrar's web site for important dates related to adding and dropping Review class syllabi and add important dates to your planner or calendar
Weeks 2-4, and ongoing	<ul style="list-style-type: none"> Get to know your instructors, and visit them during their office hours throughout the term to discuss assignments, papers, and/or exams
Weeks 5-7	<ul style="list-style-type: none"> Prepare to register for next term. Consider making an advising appointment with major/minor department in preparation for priority registration Review, discuss current and projected final course grade with instructor and consider deadlines to drop a class and/or change grade option (graded or P/NP) Look up your registration time on the Registrar's web site (your specific time will be available in DuckWeb by the middle of week 7). Check DuckWeb for any holds you have and take action to clear them Update your degree guide in DuckWeb and review it Start using the class schedule and schedule planning tools when the schedule is released on Friday of week 5 (classes.uoregon.edu)
Weeks 8-9	<ul style="list-style-type: none"> Register for next term's courses on DuckWeb
Week 10	<ul style="list-style-type: none"> Complete any projects due at the end of the term. Verify final exam dates/times and begin review for final exams. Fill out course evaluations on DuckWeb.
Finals Week	<ul style="list-style-type: none"> Good luck on your exams!
Before next term	<ul style="list-style-type: none"> Check your grades on DuckWeb and make changes to your schedule if needed Review your goals from the beginning of the term and identify your goals for next term. Are you still on the right track? Do you need to meet with an advisor to discuss, clarify, or reassess your goals?

Student Responsibilities

Students are responsible for understanding 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 this email account daily and meet regularly with College of Business advisors.

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.