

UCR UNIT VALUE	SCHOOL OF BUSINESS MAJOR REQUIREMENTS	PREREQUISITES
MAJOR PREPARATION REQUIREMENTS (36 units minimum) Minimum 2.5 GPA in Major Preparation Requirements		
Take ALL of the following:		
4	BUS 10 Introduction to Business	None
4	BUS 20 Financial Accounting and Reporting	None
4	CS 8 Introduction to Computing	None
5	ECON 2 Introduction to Macroeconomics	None
5	ECON 3 Introduction to Microeconomics	None
5	STAT 48 Statistics for Business	CS 8; MATH 4 or Math 5 or MATH 6B or MATH 7A or MATH 9A or MATH 9AH

Take ONE from the following:		
5	MATH 22 Calculus for Business*	MATH 4 or MATH 5 or MATH 8A or MATH 6B with a grade of "C-" or better
4	MATH 9B First Year Calculus II	MATH 7A or MATH 8B or MATH 9A or MATH 9AH with a grade of "C-" or better
*Preferred Course		

Take ONE from the following:		
5	ECON 102 Intermediate Microeconomics	ECON 3 or ECON 3H; MATH 9A or MATH 9HA or MATH 22
5	ECON 103 Intermediate Macroeconomics	ECON 2 or ECON 2H

UPPER DIVISION CORE REQUIREMENTS (40 units) Minimum 2.0 GPA in Upper Division Major Requirements		
Take ALL of the following courses:		
4	BUS 100W Management Writing and Communication	ENGL 1B with a grade of "C" or better; BUS 20; ECON 3; STAT 48 or equivalent
4	BUS 101 Information Technology	CS 8 or equivalent; BUS 20; ECON 3; STAT 48 or equivalent
4	BUS 102 Ethics and Law in Business and Society	BUS 20; ECON 3; STAT 48 or equivalent
4	BUS 103 Marketing and Distribution Management	BUS 20; ECON 3; STAT 48 or equivalent
4	BUS 104 Decision Analysis and Management Sciences	CS 8 or equivalent; STAT 48 or STAT 100A or equivalent
4	BUS 105 Production and Operations Management	BUS 104/STAT 104 or equivalent
4	BUS 106 Introduction to Financial Management	BUS 20; ECON 3; STAT 48 or equivalent
4	BUS 107 Organizational Behavior	CS 8 or equivalent; BUS 20; ECON 3; STAT 48 or equivalent
4	BUS 108 Financial Evaluation and Managerial Analysis	BUS 20; ECON 3; STAT 48 or equivalent
4	BUS 109 Competitive and Strategic Analysis	BUS 100W; BUS 103; BUS 106; BUS 108

CONCENTRATION REQUIREMENTS (20 units) Minimum 2.0 GPA in Concentration Requirements		
Choose FIVE (5) courses from the following list:		
Depending on career interest, students may choose courses that are recommended for one or more Marketing Tracks: Consumer Marketing ¹ , Business Marketing ² , Marketing Research & Analytics ³ , or Marketing Consulting ⁴ . Selecting a track will not appear on your transcripts but can be reflected on your resume. Must complete 20 units toward the concentration.		
4	BUS 111 Services Marketing	BUS 103
4	BUS 112 Consumer Behavior ¹	BUS 103
4	BUS 113 Marketing Institutions ^{2,4}	BUS 103

CONCENTRATION REQUIREMENTS (20 units) CONTINUED**Minimum 2.0 GPA in Concentration Requirements**

4	BUS 114 Marketing in a Global Environment	BUS 103
4	BUS 115 Marketing Research ^{3,4}	BUS 103
4	BUS 116 Pricing Strategy and Management ²	BUS 103
4	BUS 117 Advertising and Integrated Marketing Communications ¹	BUS 103
4	BUS 118 Digital Marketing	BUS 103
4	BUS 119 Data-Driven Marketing ^{3,4}	BUS 103
4	BUS 151 Brand Management	BUS 103
4	BUS 152 Sales Forecasting and Management	BUS 103
4	BUS 159 New Product Development	BUS 103
4	BUS 164 Marketing Strategy	BUS 103

UPPER DIVISION BUSINESS ELECTIVES (12 units*)**Minimum 2.0 GPA in Concentration Requirements**

Choose **THREE** (3) additional upper division business electives. The approved list is available in the Undergraduate Business Programs Office.

Course 1:	
Course 2:	
Course 3:	
Course 4*:	*Students with BUS 108 credit from a community college need 16 units (4 courses)

NOTES

Business Administration is a selecting major and students must meet all five (5) requirements in order to be accepted into the major:

1. All major preparation courses must be completed with a minimum 2.5 GPA or higher
2. All breadth requirements must be completed (with the exception of foreign language and ENGL 1C which you must complete by the time you graduate)
3. Minimum UCR GPA of 2.7 or higher
4. Minimum 2.0 GPA for any attempted upper division major requirements
5. Students must be admitted before completing 120 units

UCR REQUIREMENTS: 180 minimum units required, 18 courses(72 units) of Upper Division in the Major & Breadth Requirements

School of Business, Undergraduate Business Programs Contact Information:

Location: Olmsted Hall, 2340 **Phone:** 951-827-4551 **Email:** undergradbusiness@ucr.edu

Internships: Internships offer learning experiences outside of the classroom. They enhance your academic and career goals. An internship can help you "test drive" a possible career path. An internship is a perfect way to connect your academic experience with the professional world. Internships can also lead to employment opportunities. Please visit the Career Center, located in the Career Center Plaza or call 951-827-3631 if you have any questions. If you wish to earn academic credit, please contact your academic advisor.

UCR's Student Organizations: As a student, involvement is important in your professional development to expand your resume. There are many great benefits as a result of getting involved with an organization, such as developing soft skills, networking opportunities, and the ability to cultivate your leadership style. Students can express interest and join organizations with a click of a button! <https://highlanderlink.ucr.edu/>

UCEAP: Education Abroad is UCR Students' gateway to high-quality international opportunities, offered through academic coursework, experiential learning, and cultural/language immersion to cultivate intercultural understanding and collaboration, while acquiring the skills to work in a global marketplace. Please visit the Education Abroad in 0321 Skye Hall or call 951-827-4113 or email educationabroad@ucr.edu for more assistance regarding studying abroad.