

## The Business Major Goals

August 2001

The purpose of the business major is to provide a learner with a foundation of competence in order to meet organizational goals and objectives in business enterprises. A learner who has successfully completed a business major at Upper Iowa University will be expected to:

1. Demonstrate an understanding of management concepts and their application in businesses of all types, from entrepreneurship to corporations. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Accounting Principles I
BA 202	Accounting Principles II
BA 208	Marketing Principles
BA 488	Economics of International Business
BA 302	Business Law I
BA 303	Business Law II

2. Demonstrate an understanding of the economic environment and policies, and the ability to use financial principles in business settings. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Accounting Principles I
BA 202	Accounting Principles II
BA 488	Economics of International Business
BA 341	Corporate Financial Management
BA 211	Macroeconomic Principles
BA 212	Microeconomic Principles

3. Demonstrate an understanding of and ability to apply quantitative tools and techniques commonly utilized to support business decision-making. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Macroeconomic Principles
BA 202	Microeconomic Principles
BA 341	Corporate Financial Management
MATH 109	Quantitative Methods
MATH 220	Elementary Statistics
MIS 267	Computer Applications

4. Demonstrate an understanding of marketing concepts and their application in businesses of all types, from entrepreneurs to corporations. This ability will be developed through the successful completion of the following course.

BA 208	Marketing Principles
--------	----------------------

5. Demonstrate a global view of business, including the impact of international differences on marketing management, economic and business operations. This ability will be developed through the successful completion of the following courses.

BA 210      Management Principles

BA 488      Economics of International Business