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Website: <https://business.ucr.edu/undergraduate>

UCR UNIT VALUE	SCHOOL OF BUSINESS MAJOR REQUIREMENTS	PREREQUISITES
<b>MAJOR PRE-REQUISITE REQUIREMENTS (at least 27 units): A GPA of 2.5 or Above in Major Pre-requisite Requirements</b>		
Take <b>ALL</b> of the following:		
4	<b>BUS 010</b> Introduction to Business	None
4	<b>BUS 020</b> Financial Accounting and Reporting	None
4	<b>CS 008</b> Introduction to Computing	None
5	<b>ECON 002</b> Introduction to Macroeconomics	None
5	<b>ECON 003</b> Introduction to Microeconomics	None
5	<b>STAT 008</b> Statistics for Business	CS 008; MATH 004 or MATH 005 or MATH 006B or MATH 007A or MATH 009A or MATH 009AH
5	<b>MATH 022</b> Calculus for Business	MATH 004 or MATH 005 or MATH 008A or MATH 006B with a grade of "C-" or better

<b>UPPER-DIVISION CORE REQUIREMENTS (45 units): Minimum 2.0 GPA in Upper-Division Major Requirements</b>		
Take <b>ONE</b> from the following:		
5	<b>ECON 102</b> Intermediate Microeconomics	ECON 003 or ECON 003H; MATH 009A or MATH 009HA or MATH 022
5	<b>ECON 103</b> Intermediate Macroeconomics	ECON 002 or ECON 002H
Take <b>ALL</b> of the following courses:		
4	<b>BUS 100W</b> Management Writing and Communication	ENGL 001B with a grade of "C" or better; BUS 020; ECON 003; STAT 008; or equivalent; concurrent enrollment in ENGL 007 is required
4	<b>BUS 101</b> Information Technology Management	CS 008; BUS 020; ECON 003; STAT 008; or equivalent
4	<b>BUS 102</b> Ethics and Law in Business and Society	BUS 020; ECON 003; STAT 008; or equivalent
4	<b>BUS 103</b> Marketing and Distribution Management	BUS 020; ECON 003 or ECON 003H; STAT 008
4	<b>BUS 104/STAT 104</b> Decision Analysis and Management Sciences	CS 008; STAT 008 or STAT 010; or equivalent
4	<b>BUS 105</b> Production and Operations Management	CS 008; STAT 008 or STAT 010; or equivalent
4	<b>BUS 106/ECON 134</b> Introduction to Financial Management	BUS 020; ECON 003 or ECON 003H; STAT 008 or ECON 101; or equivalent
4	<b>BUS 107</b> Organizational Behavior	BUS 020; ECON 003; STAT 008; or equivalent
4	<b>BUS 108</b> Financial Evaluation and Managerial Analysis	BUS 020; ECON 003; STAT 008; or equivalent
<b>SENIOR LEVEL CORE CAPSTONE</b>		
4	<b>BUS 109</b> Competitive and Strategic Analysis	BUS 100W; BUS 103; BUS 106 or BUS 133; BUS 108; restricted to majors in Business Administration

<b>CONCENTRATION REQUIREMENTS (20 units): Minimum 2.0 GPA in Concentration Requirements</b>		
Choose <b>FIVE</b> (5) courses from the following list:		
*Depending on career interest, students may choose courses that are recommended for one or more Marketing Tracks: 1= Consumer Marketing , 2= Business Marketing, 3= Marketing Research & Analytics, or 4= Marketing Consulting. Selecting a track will not appear on your transcripts but can be reflected on your resume. Must complete 20 units toward the concentration.		
4	<b>BUS 111</b> Services Marketing	BUS 103
4	<b>BUS 112</b> Consumer Behavior 1*	BUS 103
4	<b>BUS 113</b> 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 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 <b>THREE</b> (3) additional upper-division business electives. The approved list is available online and 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)
<i>NOTE: BUS 198I (Business Internship course is a recommended elective for any student that is active in a business related internship)</i>		

ADMISSION REQUIREMENTS FOR THE SCHOOL OF BUSINESS
<b>Business Administration is a selecting major and students must meet all five (5) requirements in order to be accepted into the major:</b>
1. A GPA of 2.5 or Above in major pre-requisite requirements
2. All breadth requirements must be completed (with the exception of foreign language and ENGL 001C which you must complete by the time you graduate with a letter grade of 'C' or better).
3. Minimum UCR GPA of 2.7 or higher
4. Minimum 2.0 GPA for any upper division business major requirements
5. Students must be admitted within completing 100 units. If student has completed more than 100 units, please see Undergraduate Business Academic Advisor.

UCR GRADUATION REQUIREMENTS
Students must complete a minimum of 180 units. This includes: major requirements, breadth requirements, and possible general elective units.

**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 (BUS 198I), please contact the UG Program Office.

**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](mailto:educationabroad@ucr.edu) for more assistance regarding studying abroad.