

BUSINESS MANAGEMENT EMPHASIS (WITH A 3+2 OUTDOOR INDUSTRY MASTER IN BUSINESS ADMINISTRATION)

The Business Management emphasis allows students to complete the B.A. in Business Administration (BUAD) and the Outdoor Industry Master in Business Administration (OI MBA) at Western in five years. To remain qualified for the 3+2, upon earning 66 credits each student must have:

- maintained at least a 3.0 cumulative GPA;
- provided three letters of recommendation, at least one of which is to be a professional reference and at least one of which is to be an academic reference from the student's major at Western;
- written a Statement of Purpose to the OI MBA program, detailing work experience in the outdoor industry, early career ambitions, and ideas and connections for the eventual master's capstone.

At this point, if any aspect of a student's performance is found to be insufficient, the OI MBA Director may reject a 3+2 student from the OI MBA program, in which case the student will need to find a new emphasis or minor in order to complete the undergraduate degree. Upon meeting the requirements above, and after Junior Year holding to the same GPA and general performance standards outlined above, the School of Graduate Studies will designate students as "OI MBA candidates with provisional acceptance." Students who have completed all other requirements of the 3+2 program and all Western undergraduate requirements, yet choose to leave the OI MBA program before Year 5, will still have completed the undergraduate emphasis in Business Management and have earned the 120 credits necessary for a Western undergraduate degree.

The Business Management Emphasis requires a minimum of 48 credits including the 21-credit Base Curriculum, the 15-credit Business Administration Nucleus, BUAD 491 Strategic Management, and nine credits of Business Administration electives.

Code	Title	Credits
Base Curriculum		
ACC 201	Introduction to Financial Accounting	3
ACC 202	Introduction to Managerial Accounting	3
ECON 201	Macroeconomics (GT-SS1)	3
ECON 202	Microeconomics	3
Select one of the following mathematics courses:		3-4
MATH 140	College Algebra (GT-MA1)	
MATH 141	Precalculus (GT-MA1)	
MATH 151	Calculus I (GT-MA1)	
One of the following:		3
BUAD 220	Spreadsheets and Analysis	
CS 120	Professional Computer Skills	
One of the following:		3
MATH 213	Probability and Statistics (GT-MA1)	

ECON 216	Statistics for Business and Economics	
Total Credits		21-22

The 15-credit Business Administration Nucleus forms the core for each of the emphasis areas and also comprises the bulk of the Standard Program. It is important that the student achieve a high level of understanding of the basic fundamental concepts represented by these courses to be successful in the completion of the required upper-level course work and in their business career. If BUAD 350 Human Resource Management Human Resource Management is used to satisfy the requirements of the Business Administration Nucleus, then it cannot be used to satisfy the elective requirement within the major.

Code	Title	Credits
Business Administration Nucleus		
BUAD 185	Business Communication	3
BUAD 210	Foundations of Business Law	3
BUAD 270	Principles of Marketing	3
BUAD 360	Managerial Finance	3
One of the following:		3
BUAD 333	Organizational Behavior	
BUAD 350	Human Resource Management	
Total Credits		15

At least six credits of the nine credits must be upper-division Business Administration electives, and no more than three credits may be from: BUAD 101 Business of Life and BUAD 150 Introduction to Sustainable Tourism & Hospitality. An internship, BUAD 499 Internship in Business Administration, is required. Electives should be chosen in consultation with an advisor. BUAD 397 Special Topics or BUAD 497 Special Topics courses are allowed to count toward the nine-credit requirement only with Business School approval.

Code	Title	Credits
Core MBA courses:		
MBA 600	Sustainability Accounting	3
MBA 601	Managerial Economics	3
MBA 603	Leadership, Ethics, and Organizational Behavior	3
MBA 605	Project Management	3
MBA 606	Marketing and Brand Strategy in the Outdoor Industry	3
MBA 611	Topics in Outdoor Industry	0
One of the following (based on desired concentration):		3
MBA 609	Sustainable Outdoor Product Development and Material Sourcing (Product Concentration)	
MBA 614	Sales and Customer Experience (Service Concentration)	
Total Credits		18

Upon successful completion of the prescribed courses listed above, University defined General Education, and elective requirements totaling 120 credits (with 40 at the 300-level or higher), students are eligible for their B.A. conferral. Students electing to complete the MBA program must follow the balance of their declared emphasis curriculum.

For a full description of the required Graduate coursework, please see the appropriate MBA program in the Western Graduate Catalog (<https://catalog.western.edu/graduate/programs/business-administration-mba/>).

Capstone Course Requirement

The following courses in the Business Administration Major fulfill the capstone course requirement: BUAD 491 STRATEGIC MANAGEMENT.

Graduation Requirements

Undergraduate programs require a minimum of 120 semester credits for graduation. Of those 120 credits, 40 credits must be in upper-division courses (those marked 300 and above). Fifteen of these 40 upper-division credits must be earned in courses that are part of the standard or comprehensive major program being pursued.

Students are expected to review all graduation requirements, which can be found in the Western Undergraduate Catalog: Graduation Requirements (<https://catalog.western.edu/undergraduate/graduation-requirements/>).

Major: B.A. in Business Administration and Master of Business Administration (3 + 2)

Course	Title	Credits
Year One		
Fall		
MATH 140	College Algebra (GT-MA1)	3
BUAD 101	Business of Life	3
Gen Ed	General Education Courses (Non-Science)	3
HWTR 100	First Year Seminar	1
ENG 102	Writing and Rhetoric I (GT-CO1)	3
BUAD 185	Business Communication	3
Credits		16
Spring		
ENG 103	Writing and Rhetoric II (GT-CO2)	3
ACC 201	Introduction to Financial Accounting	3
Gen Ed	General Education Course	3
Gen Ed	Science Course with Lab	4
ECON 202	Microeconomics	3
Credits		16
Year Two		
Fall		
ACC 202	Introduction to Managerial Accounting	3
Gen Ed	Science Course with Lab	4
Gen Ed	General Education Course	3
BUAD 220	Spreadsheets and Analysis	3
ECON 216 or MATH 213	Statistics for Business and Economics or Probability and Statistics (GT-MA1)	3
Credits		16
Spring		
BUAD 350 or BUAD 333	Human Resource Management or Organizational Behavior	3
BUAD 210	Foundations of Business Law	3
ECON 201	Macroeconomics (GT-SS1)	3
Elective	Business Elective	3
Gen Ed	General Education Course	3
Credits		15
Summer		
BUAD 499	Internship in Business Administration	3
Credits		3

66 credit mark completed. Submit 3+2 application materials by July 1.

Year Three		
Fall		
BUAD 270	Principles of Marketing	3
BUAD 360	Managerial Finance	3
Gen Ed	General Education Course	3
Electives		6
Credits		15
Spring		
BUAD 363	Business and the Environment	3
BUAD 491	Strategic Management	3
Electives		9
Credits		15
Year Four		
Fall		
MBA 601	Managerial Economics	3
MBA 603	Leadership, Ethics, and Organizational Behavior	3
MBA 606	Marketing and Brand Strategy in the Outdoor Industry	3
Electives	Undergraduate Electives - Upper Division	3
Credits		12
Spring		
MBA 600	Sustainability Accounting	3
MBA 605	Project Management	3
MBA 611	Topics in Outdoor Industry	0
Electives	Undergraduate Electives - Upper Division	3
MBA 609 or MBA 614	Sustainable Outdoor Product Development and Material Sourcing or Sales and Customer Experience	3
Credits		12
Summer		
MBA 607	Sustainable Strategic Management in the Outdoor Industry	3
Credits		3
Year Five		
Fall		
MBA 602	Managerial Finance	3
MBA 604	Business Law for the Outdoor Industry	3
MBA 610 or MBA 608	Supply Chain and Logistics in the Outdoor Industry or Resort and Hospitality Management	3
Credits		9
Spring		
MBA 607	Sustainable Strategic Management in the Outdoor Industry	3
MBA 691	Capstone Project	3
MBA 613 or MBA 615	Natural Resource Regulation and Economics or Sustainable Finance	3
Credits		9
Total Credits		141