<table>
<thead>
<tr>
<th><strong>STRATEGIC THEME &amp; CONCENTRATION MATRIX</strong></th>
<th><strong>Course offerings and availability are subject to change.</strong></th>
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</table>
| *For students who started in catalogue year Fall 2013 and beyond. If you started at UVM before the Fall 2013 semester, please see an advisor for concentration course recommendations* (Updated July 2016) | (*invitation only)
(Catalogue years 2013 & 2014, two courses can double-dip between theme and concentration. Catalogue years 2015 and beyond, one course can double-dip between theme and concentration.)
Courses that apply to a respective concentration, but do not correspond to a theme. |
| **Sustainable Business**<br>Required Capstone:<br>Sustainable Marketing (196) (Sp) | **Entrepreneurship**<br>Required Capstone:<br>Entrepreneurial Business Planning (138) (Sp) |
| **Global Business**<br>Required Capstone:<br>Strategy and Competition (191) (Sp) | (Updated July 2016) |
|Course offerings and availability are subject to change. (*invitation only) (**strongly recommended)** | (*invitation only) (**strongly recommended)** |
| | |**Courses that apply to a respective concentration, but do not correspond to a theme.**|
| **Accounting**<br>*Required:*<br>BSAD 161 (F,Sp)<br>BSAD 162 (Su,Sp) | **Finance**<br>*Required:*<br>BSAD 181 (F,Sp)<br>BSAD 282 (F,Sp) |
| Individual Taxation (196) (Sp) Auditing (267) (Sp) Gov’t & NFP Acct (295) (F) | Options & Futures (285) (Sp) Real Estate Finance (289) (Sp) |
| Intermediate Acct I (161) (F,Sp) Intermediate Acct II (162) (Sp) Corporate Taxation (264) (F) | Int’l Finance (183) (F) Financial Inst. & Markets (184) (F) Security Valuation & Portfolio Management (282) (F,Sp) |
| Intermediate Financial Management (181) (F,Sp) Financial Statement Analysis (260) (F) | **Marketing**<br>*Required:*<br>BSAD 251 (F,Sp) |
| | **Marketing**<br>*Required:*<br>BSAD 251 (F,Sp) |
| **Business Analytics**<br>*Required:*<br>CS 021 (pre-requisite to the BA concentration) | **Marketing**<br>Sustainable Marketing (196) (Sp) |
| Green IT &Virtualization (147)** (F) Bus. Process Improvement (192) (Sp) | Consumer Behavior (153) (Sp) Marketing Communications (155) (F) Chinese Economy & Bus. Env. (196) (Sp) D2:International Market Analysis (258)** (F) |
| Supply Chain Management (273) (F) | Product Management (156) (Sp) Marketing Research (251) (F,Sp) Retail Management (256) (F) |
| Business Process Improvement (192) (Sp) Marketing Research (251) (F,Sp) Adv Operations Management (270) (Sp) | **Courses that apply to a respective theme, but do not correspond to a concentration.** |
| Corporate Social Responsibility (195)** (F) Ethics & Social Resp. in Mgt. (196) (Sp) Intro Mgmt Health Care System (196) (Sp) Honors Thesis (299) per UGSC approval | Int’l Management (127)** (Sp) Honors Thesis (299) per UGSC approval |
| Entrepreneurial Leadership (137)** (F) Entrepreneurial Family Firms (235)** (F) Tech, Ent & Commn. (195) Business Law I (117) (F) Business Law II (118) (Sp) Real Estate Law (195) (F) Human Resource Management (222) (F) Honors Thesis (299) per UGSC approval |
| Please see the website for additional information about BA course options & requirements: uvm.edu/business | |
Business Concentration Requirements

*Catalogue 2013-2015: All concentrations are 12-credits and require a 2.00 GPA or higher
**Catalogue 2016: All concentrations are 15-credits and require a 2.00 GPA or higher
Please use asterisks to determine how many concentration courses you need.

### Accounting

**Courses Required in the Junior Year:**
- 161 - Intermediate Accounting I
- 162 - Intermediate Accounting II

**Concentration Courses for Seniors (choose two*/three**):
- 196 - Individual Taxation
- 264 - Corporation Taxation
- 265 - Accounting Information Systems
- 267 - Auditing
- 268 - Advanced Topics in Management Accounting
- 295 - Current Financial Reporting
- 295 – Gov’t & NFP Accounting

*Please speak with a faculty advisor if you want to start the Accounting Concentration in your senior year.*

If you are interested in the accelerated Master of Accountancy (MAcc) Program, please contact Professor Susan Hughes, Director of the MAcc Program, for more information. You can email her at Susan.Hughes@uvm.edu or reach her by phone at (802) 656-0504. Sophomores and Juniors are strongly encouraged to explore this option.

### Finance

If you are planning to pursue a concentration in Finance, it is important that you co-enroll in BSAD 061 and BSAD 180 in your sophomore year, spring semester.

**Courses Required for the Concentration:**
- BSAD 181 - Intermediate Financial Management
- BSAD 282 - Security Valuation & Portfolio Mgt.

**Additional Concentration Courses (choose two*/three**):
- BSAD 183 - International Finance
- BSAD 184 - Financial Institutions and Markets
- BSAD 260 - Financial Statement Analysis
- BSAD 285 - Options and Futures
- BSAD 288 - Wall Street Seminar - by invitation only
- BSAD 289 - Real Estate Finance
- BSAD 295 - Fixed Income Security Analysis – by invitation only

*Please speak with a faculty advisor if you want to start the Finance Concentration in your senior year*

### Marketing

**Required Course:**
- BSAD 251 - Marketing Research

**Concentration Courses (choose three*/four**):
- BSAD 153 - Consumer Behavior
- BSAD 155 - Marketing Communications
- BSAD 156 - Product Management
- BSAD 165 - Marketing Analysis and Action
- BSAD 196 – Sustainable Marketing/Capstone
- BSAD 256 - Retail Management
- BSAD 258 - International Market Analysis

### Business Analytics (BA)

BA concentration students are encouraged to take MATH 021 and 022 as opposed to MATH 019 and 020. If a student starts in MATH 019, MATH 023 can be taken in place of MATH 020.

Students who select the BA Concentration are required to pursue a minor in Computer Science, Math, or Statistics unless otherwise approved by a BA faculty member.

Choose at least one course from each of the following areas
*2013-2015: two from one area – four total
**2016: two from two areas – five total

**Information Systems**
- BSAD 144 - Database Development & Administration
- BSAD 147 - Green IT & Virtualization
- Any CS 100+ course

**Quantitative Tools**
- BSAD 270 – Quant. Analysis for Decision Making
- EC 200 - Econometrics & Applications
- BSAD 273 - Supply Chain Mgmt (Previously 295)

**Areas of Applications**
- BSAD 192 - Business Process Improvement
- BSAD 251 - Marketing Research
- BSAD 273 - Supply Chain Mgmt (Previously 295)
- STAT 224 - Stats for Quality & Productivity

*The courses above are not a comprehensive list of all the possible courses that would fit under these areas. Please see the BA Faculty for additional courses that meet the requirements.*