The top-ranked Eller College of Management offers an undergraduate major in Business Administration with an emphasis in innovation and strategy.

Business careers require broad knowledge and application of critical thinking, data analysis, and global business trends. The Business Administration major meets that need through a foundation in all of the business specialties. Core courses include Business Communication, Marketing, Management, Management Information Systems, Finance, Economics, Operations, and Business Ethics. Major courses include Marketing Analytics, Financial Accounting, Real Estate, Project Management, Economics of Business Decisions, Human Resources, and Innovation. Dynamic faculty and high-quality student peers enrich the course experience, which is augmented by real-world projects. The combination of applied projects and the broad analytical framework of the curriculum appeals to employers and students alike.

The Eller Online Undergraduate program is designed as a 2+2 to help you transfer at least 42 units, including specific prerequisite business foundation courses, from a community or four year college so you can hit the ground running and complete your Bachelor of Science in Business Administration degree, with a major in Business Administration, from a top-ranked program. Find out more about the requirements for the online Eller Business Administration major.

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