The combined major with business administration is our most popular combined major, combining the underlying economic theories and models and their business applications. After satisfying the core courses in economics, there are over 40 electives from which to choose to complete this combined major.

**Program Requirements**
Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified and complete any additional courses needed beyond specific college and major requirements to satisfy graduation credit requirements.

**University-Wide Requirements**
All undergraduate students are required to complete the University-Wide Requirements (http://catalog.northeastern.edu/undergraduate/university-academics/university-wide-requirements).

**NUpath Requirements**
All undergraduate students are required to complete the NUpath Requirements (http://catalog.northeastern.edu/undergraduate/university-academics/nupath).

**Economics Requirements**
Grades in required economics courses must average a minimum GPA of 2.00.

**Introduction to College**
- ECON 1000 or BUSN 1102

**Required Economics Courses**
- ECON 1115: Principles of Macroeconomics 4
- ECON 1116: Principles of Microeconomics 4
- ECON 2315: Macroeconomic Theory 4
- ECON 2316: Microeconomic Theory 4
- ECON 2350: Statistics 4
  or MGSC 2301: Business Statistics 4
- ECON 2560: Applied Econometrics 4

**Economics Electives**
Complete four courses from the following lists with no more than one at the introductory level:

**Introductory**
- ECON 1200 to ECON 1990

**Intermediate/Advanced**
- ECON 2990 to ECON 3499
- ECON 3520: History of Economic Thought
- ECON 3915: Intermediate Selected Topics in Macroeconomics
- ECON 3916: Intermediate Selected Topics in Microeconomics
- ECON 3990: Elective
- ECON 4600 to ECON 4681
- ECON 4915 to ECON 4916
- ECON 4965: Undergraduate Teaching Experience 1
- ECON 4970 to ECON 4990

**Business Requirements**
- **Accounting**
  - ACCT 1201: Financial Accounting and Reporting 4
  - ACCT 2301: Managerial Accounting 4
- **Finance**
  - FINA 2201: Financial Management 4
- **Marketing**
  - MKTG 2201: Introduction to Marketing 4
- **Organizational Behavior**
  - ORGB 3201: Organizational Behavior 4
- **International Business/Social Responsibility**
  - INTB 1203: International Business and Global Social Responsibility 4

**Business Concentration**
Complete one of the following business concentrations. Requirements for the concentrations are listed below (p. 2).

- Accounting (p. 2)
- Entrepreneurship and Innovation (p. 2)
- Finance (p. 2)
- Management (p. 3)
- Management Information Systems (p. 3)
- Marketing (p. 3)
- Supply Chain Management (p. 3)

**Business Cooperative Education Requirement**
Complete one six-month co-op experience.

**Supporting Courses**

**Mathematics**
- MATH 1231: Calculus for Business and Economics 4
  or MATH 1341: Calculus 1 for Science and Engineering

**Computer Science**
- CS 1100: Computer Science and Its Applications 4

**Co-op Preparation**
- BUSN 1103: Professional Development for Business Co-op 1
  or EESH 2000: Professional Development for Co-op

**Capstone Requirement**
- ECON 4692: Senior Economics Seminar 4
- STRT 4501: Strategy in Action 4

**Economics GPA Requirement**
Minimum 2.000 GPA required in all economics courses

**Business GPA Requirement**
Minimum 2.000 GPA required in business courses

**Program Requirement**
128 total semester hours required
## Concentrations

### CONCENTRATION IN ACCOUNTING

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Required Courses</td>
<td></td>
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</tr>
<tr>
<td>ACCT 3401</td>
<td>Financial Reporting and Analysis 1</td>
<td>4</td>
</tr>
<tr>
<td>ACCT 4501</td>
<td>Financial Reporting and Analysis 2</td>
<td>4</td>
</tr>
</tbody>
</table>

**Electives**

Complete two of the following: 8

- ACCT 3403 Accounting Information Systems
- ACCT 3416 Strategic Cost Analysis for Decision Making
- ACCT 4412 Auditing and Other Assurance Services
- ACCT 4414 Income Tax Determination and Planning

### CONCENTRATION IN ENTREPRENEURSHIP AND INNOVATION

**Note:** The following courses do not count toward this concentration:

- ENTR 1201 The Entrepreneurial Universe
- ENTR 3308 Business Economic History of South Africa
- ENTR 3318 Business, Economics, and History of Hispaniola and Latin America
- ENTR 3328 Field Research in Sustainable Business
- ENTR 3338 Field Research in Sustainable Energy in Iceland
- ENTR 3346 Family Business in Italy
- ENTR 4510 Management Consulting Abroad
- ENTR 4514 Development Practice and Global Citizenship in India

**Introductory Course**

ENTR 2301 Innovation! or ENTR 2303 Entrepreneurial Marketing and Selling 4

**Capstone Course**

Complete one of the following: 4

- ENTR 4501 Business Planning for Technology Ventures
- ENTR 4503 Business Planning for Small and Medium Enterprises
- ENTR 4505 Entrepreneurial Growth Strategy for Technology Ventures
- ENTR 4506 Advanced Studies in Social Enterprise

**Electives**

Note: Only one non-ENTR course may be used as an elective.

Complete two of the following: 8

- ENTR 2206 Global Social Enterprise
- ENTR 2215 Understanding Family Enterprise
- ENTR 2414 Social Responsibility of Business in an Age of Inequality
- ENTR 2301 Innovation! (if not used as introductory course)
- ENTR 2303 Entrepreneurial Marketing and Selling (if not used for introductory course)

### CONCENTRATION IN FINANCE

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Required Course</td>
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<tr>
<td>FINA 3301</td>
<td>Corporate Finance</td>
<td>4</td>
</tr>
<tr>
<td>or FINA 3303</td>
<td>Investments</td>
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</tbody>
</table>

**Electives**

Complete three of the following: 12

- ENTR 3520 Impact Investing and Social Finance
- or FINA 2720 Sustainability in the Business Environment
- FINA 3301 Corporate Finance (if not selected as a required course)
- FINA 3303 Investments (if not selected as a required course)
- FINA 4310 Working Capital Management
- FINA 4312 Issues in Corporate Governance
- FINA 4320 International Financial Management
- FINA 4410 Valuation and Value Creation
- FINA 4412 Personal Financial Planning
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<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>FINA 4420</td>
<td>Mergers and Acquisitions</td>
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<tr>
<td>FINA 4512</td>
<td>Financial Risk Management</td>
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<td>FINA 4514</td>
<td>Investment Banking</td>
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<tr>
<td>FINA 4516</td>
<td>Real Estate Finance</td>
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<td>FINA 4518</td>
<td>Risk Management and Insurance</td>
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<td>FINA 4524</td>
<td>Credit Analysis</td>
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<td>FINA 4526</td>
<td>Core Topics in Alternative Investments</td>
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<tr>
<td>FINA 4983</td>
<td>Special Topics in Finance</td>
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<tr>
<td>FINA 4602</td>
<td>Turnaround Management</td>
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<td>FINA 4604</td>
<td>Fixed-Income Securities</td>
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<tr>
<td>FINA 4608</td>
<td>Advanced Financial Strategy</td>
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<tr>
<td>FINA 4610</td>
<td>Entrepreneurial Finance, Innovation, Valuation, and Private Equity</td>
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<tr>
<td>MISM 3404</td>
<td>Data Communications</td>
<td></td>
</tr>
<tr>
<td>MISM 3406</td>
<td>Introduction to Web Design, Practices, and Standards</td>
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<tr>
<td>MISM 3501</td>
<td>Information Visualization for Business</td>
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<tr>
<td>MISM 3515</td>
<td>Data Mining for Business</td>
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<tr>
<td>MISM 4512</td>
<td>Special Topics in Information Technology Management</td>
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</tr>
<tr>
<td>ACCT 3403</td>
<td>Accounting Information Systems</td>
<td></td>
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<tr>
<td>MKTG 4508</td>
<td>Digital Marketing</td>
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<tr>
<td>SCHM 3301</td>
<td>Global Supply Chain Strategy</td>
<td></td>
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<tr>
<td>SCHM 3305</td>
<td>Sourcing and Procurement</td>
<td></td>
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<tr>
<td>SCHM 3308</td>
<td>Supply Chain Analytics</td>
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### CONCENTRATION IN MANAGEMENT

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<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MGMT 4501</td>
<td>Skills for Managerial Success</td>
<td>4</td>
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</tbody>
</table>

#### Electives

- Note: Only one non-MGMT course may be used as an elective.
- Complete three of the following: 12
  - MGMT 3302 | Negotiating in Business                              |
  - MGMT 3330 | Developing Leaders for Global Sustainability         |
  - MGMT 3340 | Managing Healthcare Organizations: Critical Challenges and New Approaches |
  - MGMT 3370 | Leading and Managing Change                          |
  - MGMT 3420 | Managing Human Capital                                |
  - MGMT 3435 | Social Networks and Organizations                     |
  - MGMT 3510 | Managing Global Teams Virtually and Locally           |
  - MGMT 3530 | Project Management                                    |
  - MGMT 4310 | The Management Practices of Great Organizations       |
  - MGMT 4410 | Human Resources and Workforce Analytics               |
  - MGMT 4603 | Leadership Seminar                                   |
  - ENTR 2215 | Understanding Family Enterprise                       |
  - ENTR 2414 | Social Responsibility of Business in an Age of Inequality |
  - ENTR 4225 | Corporate Entrepreneurship through Global Growth, Acquisitions, and Alliances |

### CONCENTRATION IN MANAGEMENT INFORMATION SYSTEMS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>MISM 3403</td>
<td>Data Management in the Enterprise</td>
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</tr>
<tr>
<td>MISM 4501</td>
<td>Business Systems Integration</td>
<td>4</td>
</tr>
</tbody>
</table>

#### Electives

- Note: Only one non-MISM course may be used as an elective.
- Complete two of the following: 8
  - MISM 2510 | Fundamentals of Information Analytics                 |
  - MISM 3305 | Information Resource Management                       |

### CONCENTRATION IN MANAGEMENT INFORMATION SYSTEMS

<table>
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<td>4</td>
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</table>

#### Electives

- Note: Only one non-MISM course may be used as an elective.
- Complete two of the following: 8
  - MISM 2510 | Fundamentals of Information Analytics                 |
  - MISM 3305 | Information Resource Management                       |

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### CONCENTRATION IN MARKETING

#### Required Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>MKTG 4508</td>
<td>Digital Marketing</td>
<td>4</td>
</tr>
</tbody>
</table>

#### Electives

- Complete two of the following: 8
  - MKTG 2301 | Marketing and Society                                |
  - MKTG 3301 | Marketing Management (if not selected as a required course) |
  - MKTG 3501 | Marketing Analytics                                  |
  - MKTG 4310 | Retailing                                             |
  - MKTG 4420 | Sales Management                                      |
  - MKTG 4502 | Marketing in the Service Sector                       |
  - MKTG 4504 | Advertising and Brand Promotion                       |
  - MKTG 4506 | Consumer Behavior (if not selected as a required course) |
  - MKTG 4508 | Digital Marketing                                     |
  - MKTG 4510 | New Product Development                               |
  - MKTG 4512 | International Marketing                               |

### CONCENTRATION IN SUPPLY CHAIN MANAGEMENT

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>SCHM 3301</td>
<td>Global Supply Chain Strategy</td>
<td>4</td>
</tr>
<tr>
<td>SCHM 3305</td>
<td>Sourcing and Procurement</td>
<td>4</td>
</tr>
<tr>
<td>SCHM 3310</td>
<td>Logistics and Transportation Management</td>
<td>4</td>
</tr>
</tbody>
</table>

#### Elective

- Complete one of the following: 4
  - SCHM 3308 | Supply Chain Analytics                               |
  - SCHM 3320 | Demand Planning and Forecasting                      |
  - SCHM 3330 | Sustainability and Supply Chain Management           |
  - SCHM 4401 | Advanced Problems in Supply Chain Management         |