BUSINESS ADMINISTRATION CONCENTRATIONS

Students in a bachelor’s degree of Business Administration or Specialized Studies program can add a concentration to their program. The three choices are: Agribusiness Management; Automotive Management/Automotive Aftermarket; or Marketing.

Contact the Registrar’s Office to change your program or to add one of these concentrations and to learn more about the options and requirements related to them.

BUSINESS ADMINISTRATION
WITH AGRIBUSINESS MANAGEMENT CONCENTRATION

AG300  Agribusiness Strategies and Management/5
AG310  Agribusiness Entrepreneurship, Finance and Marketing/5
AG315  Professional Agribusiness Selling/5
AG400  Agricultural Policy/5
AG405  Agricultural Price Analysis/3
AG406  Special Problems in Agribusiness/3

BUSINESS ADMINISTRATION
WITH AUTOMOTIVE MANAGEMENT/AUTOMOTIVE AFTERMARKET CONCENTRATION

AM310  Automotive Dealerships/3
AM311  Automotive Aftermarket and Manufacturing/3
AM312  Automotive Aftermarket and Retailing/3
AM412  Parts and Service Merchandising/3
AM413  Automotive Jobber/Wholesaler Aftermarkets/3
AM420  Automotive Entrepreneurship/5

BUSINESS ADMINISTRATION
WITH MARKETING CONCENTRATION

MT317  Consumer Behavior/3
MT321  International Marketing/3
MT353  Services Marketing/3
MT355  Internet Marketing/5
MT415  Marketing Research/5
MT424  Marketing Management/5