The Bachelor of Science degree in Business Administration requires the completion of 128 total units. The program has four segments: general education; pre-professional skills requirements; core courses of technical subjects in business and management; and an area of concentration. The specific requirements are outlined below.

**General Education**

The University requires that all students have basic skills in quantitative methods, reading, and expository writing and coursework in liberal learning. This program of general education is required of all business administration degree candidates. Further, Eberhardt School of Business follows the philosophy that tomorrow’s leaders should have a broad background in general education. To ensure a broadly based pre-professional education, no courses taught within the School can be used by business administration students to fulfill the University General Education requirements.

**Pre-professional Skills**

Skills in writing, communications, quantitative methods, computers, and economics are basic to a professional education in business. The exact sequence of these courses taken by students depends upon the results of placement tests in mathematics and writing. All Eberhardt School of Business students must consult with their faculty advisers before registering.

The following pre-professional skills courses are required:
- Advanced Writing: ENGL 25 – Topics in English studies* or BUSI 23 – Business Communications.
- Public Speaking: COMM 27 – Public Speaking.*
- Computer Literacy: COMP 25 – Computers and Information Processing.*
- Economics: ECON 53 – Microeconomics* and ECON 55 – Macroeconomics.*

**Business Administration Core Courses**

The core requirements consist of the Deans’ Seminar (required only for entering freshmen), the Career Development Seminar (required for all juniors) and nine other courses that deal with specific functions of business. Included are: BUSI 31 – Financial Accounting; BUSI 33 – Managerial Accounting; BUSI 53 – Legal & Ethical Environment of Business; BUSI 100 – Management Information Systems; BUSI 104 – Operations Management; BUSI 105 – Financial Management; BUSI 107 – Marketing Management; BUSI 109 – Management & Organizational Behavior; and BUSI 181 – Strategic Management & Policy.

*These courses are also part of the Pacific General Education Program, and can be counted towards the University General Education requirements.

**Accounting**

BUSI 113a and 113b – Intermediate Accounting I and II; BUSI 113c – Advanced Accounting; BUSI 115 – Tax Accounting; BUSI 117 – Cost Accounting; BUSI 119 – Auditing; plus one of the following courses: BUSI 163 – International Financial Management or BUSI 178 – International Commercial Law.

**Economics**

ECON 101 – Intermediate Microeconomic Analysis; ECON 190 – Econometrics; plus one course from the following: ECON 121 – International Trade; ECON 123 International Finance; ECON 125 – Economic Development; ECON 118 – Globalization History: Economic, Environmental, and Demographic Interaction; plus two other upper division economics courses.

**Finance**


**International Business**

BUSI 163 – International Financial Management; BUSI 165 – International Marketing; BUSI 167 – International Business Law; BUSI 169 – Comparative Management; BUSI 178 International Commercial Law. Each student concentrating in International Business is strongly advised to participate in a study abroad and/or an internship abroad for a semester or summer. Study in a foreign language is also highly recommended.

**Management and Human Resources**

BUSI 169 – Comparative Management; BUSI 170 – Human Resources Management; plus any two of the following: BUSI 134 – Conflict Management; BUSI 159 – Employment Law; BUSI 174 – Work Group Dynamics; or BUSI 175 – Leadership and Change.

**Management Information Systems**

BUSI 136 – Business Programming; BUSI 137 – Database Management Systems; BUSI 138 – Networking and Telecommunications Management; BUSI 139 – Electronic Commerce Project; plus one of the following international concentration courses: BUSI 163 – International Financial Management; BUSI 165 – International Marketing; BUSI 169 – Comparative Management; or BUSI 178 – International Commercial Law. MIS students are strongly encouraged to purchase an up-to-date laptop computer for use in MIS classes.
**SPECIALTY AREA CONCENTRATIONS**

ECON 171 – Microeconomics; ECON 176 – Macroeconomics; PACS 1 – Pacific Seminar I

**BUSINESS ADMINISTRATION CONCENTRATIONS**

- **General Business**
  - Any four ESB concentration-level courses including at least one of the following: BUSI 163 – International Financial Management; BUSI 165 – International Marketing; BUSI 169 – Comparative Management; or BUSI 178 – International Commercial Law.

- **Entrepreneurship**
  - BUSI 172 – Entrepreneurship; plus any two of the following courses: BUSI 143 – Product Innovation; BUSI 147 – Consumer Behavior; or BUSI 149 – Strategic Marketing.

- **Business Law**
  - BUSI 157 – Commercial Law; BUSI 178 – International Commercial Law; plus two of the following courses: BUSI 115 – Tax Accounting; BUSI 127 – Legal Aspects of Real Estate; BUSI 159 – Employment Law.

- **Arts and Entertainment Management***
  - Three business concentration courses including one of the following international business courses: BUSI 163 – International Financial Management; BUSI 165 – International Marketing; BUSI 169 – Comparative Management; or BUSI 178 - International Commercial Law; plus the following Music Management Courses: MMGT 11 – Music, Entertainment in U.S. Society; MMGT 111 – Music Industry Analysis; MMGT 153 – Entertainment Law (cross listed as BUSI 153); and one of the following: MHIS 05 – Music Appreciation; MHIS 06 Music of the World’s People; or MUJS 08 – Intro to Jazz.

- **Marketing**
  - BUSI 141 – Marketing Research; BUSI 165 – International Marketing; plus any two of the following courses: BUSI 143 – Product Innovation; BUSI 147 – Consumer Behavior; or BUSI 149 – Strategic Marketing.

**Notes**

1. Most of the courses listed for fall or spring may be taken either semester.
2. A student must receive a grade of "C" or better in any core course which is a prerequisite before taking a related concentration course.
3. The Deans’ Seminar is required of all Eberhardt School freshmen.
4. All prerequisites must be met before students may enroll in any course.
5. Students taking any course numbered above BUSI 100 must have junior class standing (56 units or more).
6. Students in the Accounting and MIS concentrations or in Arts and Entertainment Management begin their concentration courses earlier.
7. BUSI 183 (Administrative Internship) is strongly recommended for business administration majors who qualify.
8. Transfer credit counting toward either general education or major requirements must be at least three (3) semester units or four (4) quarter units. In no case will the graduation requirement of 128 units be reduced.

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**Sample Schedule**

The following outline is an example of how an entering freshman may proceed through the program in one of the four course concentrations.

**Freshman Year Fall Semester**

- BUSI 10 – Deans’ Seminar (required only for entering freshmen)
- ECON 53 – Microeconomics
- MATH 45 – Finite Mathematics and Calculus
- PACS 1 – Pacific Seminar I
- General Education Course

**Freshman Year Spring Semester**

- BUSI 53 – Legal/ethical Environment of Business
- ECON 55 – Macroeconomics
- COMM 27 – Public Speaking
- PACS 2 – Pacific Seminar II

**Sophomore Year Fall Semester**

- BUSI 31 – Principles of Financial Accounting
- COMP 25 – Computers and Information Processing
- ENGL 25 – Topics in English Studies or BUSI 23 – Business Communications
- General Education Course

**Sophomore Year Spring Semester**

- BUSI 33 – Principles of Managerial Accounting
- MATH 37 – Probability and Statistics
- BUSI 100 – Management Information Systems
- General Education Course

**Junior Year Fall Semester**

- BUSI 105 – Financial Management
- BUSI 107 – Marketing Management
- BUSI 110 – Career Development Seminar (required of all juniors)
- Free Elective

**Junior Year Spring Semester**

- BUSI 104 – Operations Management
- BUSI 109 – Management and Organizational Behavior
- Free Elective

**Senior Year Fall Semester**

- Business Administration Concentration Course
- Business Administration Concentration Course
- PACS 3 – Pacific Seminar III
- Free Elective

**Senior Year Spring Semester**

- Business Administration Concentration Course (International)
- Business Administration Concentration Course
- BUSI 181 – Strategic Management and Policy
- Free Elective

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**Notes**

- Most of the courses listed for fall or spring may be taken either semester.
- A student must receive a grade of “C” or better in any core course which is a prerequisite before taking a related concentration course.
- The Deans’ Seminar is required of all Eberhardt School freshmen.
- All prerequisites must be met before students may enroll in any course.
- Students taking any course numbered above BUSI 100 must have junior class standing (56 units or more).
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“The Eberhardt School’s emphasis on experiential learning has provided me with opportunities to grow and develop my professional skills both inside the class and out.”

Jessica Safir - BSBA 2010
ADDITIONAL INFORMATION

Accreditation

The Eberhardt School of Business meets the rigorous standards and regular review of AACSB International – The Association to Advance Collegiate Schools of Business and the Western Association of Schools and Colleges. These accreditations assure excellence and leading edge educational programs.

Application

Application and admission information is available online at www.pacific.edu/admissions or may be requested by contacting the Office of Admissions.

Office of Admissions
Undergraduate Enrollment Services
University of the Pacific
3601 Pacific Avenue
Stockton, CA 95211
(209) 946-2211
(800) 946-2239
E-mail: admissions@pacific.edu
Website: www.pacific.edu/admissions

Accelerated MBA

The University of the Pacific Eberhardt MBA offers the ability to complete a full-time graduate business degree in just 16 months. Pacific undergraduates must apply and qualify for admission in order to compete for a space in the MBA cohort.

All Eberhardt Business School graduates will meet the required prerequisite courses including: ECON 53 – Introductory Microeconomics; ECON 55 – Introductory Macroeconomics; MATH 37 – Probability and Statistics; MATH 45 – Finite Math & Calculus (or any other calculus course). In addition, students should complete the GMAT exam prior to posted deadlines along with other application requirements.

For further information please contact the MBA Program Office at (209) 946-2629 or review the MBA website www.pacific.edu/mba.

MISSION

The Eberhardt School of Business at the University of the Pacific develops knowledgeable, innovative business leaders in a personalized, experience-based learning environment, and produces scholarship that informs teaching and advances the practice of business.

VALUES

- Student-centered learning environment
- Education of the whole person
- Intellectual growth
- Mutually supportive community of faculty, staff, and students
- Engagement of external stakeholders
- Excellence
- Social responsibility
- Integrity and ethical behavior
- Service to the university, community and profession

UNIVERSITY OF THE PACIFIC

Eberhardt School of Business

Non-Discrimination Clause

The University of the Pacific does not discriminate in the administration of any of its educational programs, admissions, scholarships, loans, athletics or other University activities or programs on the basis of race, color, national and ethnic origin, handicap, sexual orientation or preference, sex or age. This notice is given pursuant to the requirements of Title IX of the Educational Amendments of 1972, Title VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973 and amendments and other laws, orders, and regulations governing discrimination. The University of the Pacific has designated the Director of Human Resources to coordinate the University's efforts to comply with laws, orders, and regulations governing discrimination. Any person having a complaint should contact in writing: The Director of Human Resources, University of the Pacific, 3601 Pacific Avenue, Stockton, CA 95211.

In the preparation of this material, every effort has been made to ensure the accuracy and completeness of the information contained herein. The General Catalog of the University of the Pacific, however, should be considered the authoritative source of program information.