



The School of Business emphasizes excellence in teaching, individual advising, and flexible course scheduling. Programs are readily accessible to students at multiple locations and in multiple formats (face-to-face, online and hybrid.) Small class sizes allow for significant interaction between professors and students.

Essential elements of our mission:

- A coherent, integrated curriculum within the functional areas of business, emphasizing the increasingly global nature of the business environment, ethical conduct in business decision-making, and technological competency.
- A requirement that students demonstrate the ability to communicate in a clear, concise and professional manner. Communication skills are refined through oral class presentations, written assignments, and the development of a business plan that serves as a senior capstone project.
- A foundation in the liberal arts and sciences supplemented with a required non-business minor, an interdisciplinary certificate or a year-long study abroad.
- A dynamic set of academic offerings.
- A requirement that students earn internship credit or engage in practical undergraduate research in the business community.
- Faculty who reflect a balance between theory and practice, teaching and research, and service to the University and community.



The Region

The SOU main campus is located in Ashland, Oregon, a 5-6 hour drive or a one-hour flight from Portland to the north or from San Francisco to the south. This charming town of 20,000, is a focal point of cultural and tourist activity, boasting many fine restaurants and shops and the award-winning Oregon Shakespeare Festival. The surrounding forests, mountains, lakes and rivers provide opportunities for outdoor recreation.

Contact us

www.sou.edu/business

www.sou.edu/mba/

541-552-6484

School of Business
Southern Oregon University
1250 Siskiyou Boulevard
Ashland, Oregon 97520



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Business Administration Programs



School of Business

sou.edu/academics/business/

Undergraduate Programs

Bachelor of Arts or Science in Business Administration

Bachelor of Applied Science – Provides a seamless transition from an associate's degree in a technical field (earned from a community college) to a bachelor's degree, offered on campus or online.

Certificate Programs

- **Accounting (Postbaccalaureate)** – Acquire the knowledge and credits necessary to participate in the Certified Public Accountant examination.
- **Applied Finance and Economics** – Fine-tune your analytical, critical thinking, and writing skills to solve complex economic and financial problems.
- **Business Information Systems** – Gain expertise in software applications and in-depth knowledge of organizational information systems in accounting or management.
- **Management of Human Resources** – Develop specialized skills for working with the most important resource in any organization of people. (Maybe completed independent of a degree.)
- **Interactive Marketing and E-Commerce** – Build skills in marketing, technology, design, and multimedia to succeed in Internet marketing and e-commerce.
- **Nonprofit Management** – Prepare for a leadership role in a not-for-profit enterprise. (Maybe completed independent of a degree.)
- **Sustainable Tourism** – Take a leadership role in tourism by understanding corporate sustainability and applying sustainable practices in tourism development.
- **Sustainability Leadership** – Study issues and challenges involved in creating a sustainable business, community, and ecosystem.
- **Wine Business** – Learn the processes and history of growing, making, bottling, and selling wine. (Maybe completed independent of a degree.)

Graduate Programs

sou.edu/academics/business/programs/master-business-administration/

- **Master in Business Administration (MBA)** – Offered as an Evening Program and available 100% online.



Bachelor of Science in Business Administration Requirements

catalog.sou.edu/

1. University Studies Requirements

sou.edu/universitystudies

2. Lower-Division Requirements

EC 201 Microeconomics (4)
EC 202 Macroeconomics (4)
MTH 243 Intro Statistical Methods (4)
BA 100 Orientation Sch of Business (1)
BA 131 Business Computer Apps. (4)
BA 211 Financial Accounting (4)
BA 213 Managerial Accounting (4)
BA 226 Business Law (4)
BA 282 Applied Business Statistics (4) or Math 244
BA 285 Advanced Business App: Excel

3. Upper-Division Required Courses

BA 324 Business Communication
BA 330 Principles of Marketing (4)
BA 374 Principles of Management (4)
BA 380 Operations Management (4)
BA 382 Mgmt Information Systems (4)
BA 385 Principles of Finance (4)
BA 427 Business Policy and Strategy (4)
BA 409 Internship (4) or BA 428 Applied Bus Research (4)
BA 499 Business Planning (4)

4. Concentration (Choose one)

(See the SOU Catalog for details)
Public Accounting (36 credits)
Management Accounting (24 credits)
Management (20 credits)
Marketing (20 credits)
Tourism Management (24 credits)

5. Select from one of the following:

Non-Business Minor
SOU Certificate Program
One Year Study Abroad
Non-Business Enrichment Area

Note: A minimum 180 credits to graduate.

Online Programs

sou.edu/academics/online-degrees/

Online Certificate Programs:

Non Profit Management (CNPM)
Business Information Systems (CBIS)
Post-Baccalaureate Certificate in Accounting (PBCA)

Bachelor's in Business Administration

with options in:

Management
Management Accounting
Public Accounting

Master of Business Administration (MBA)

Concentration areas in:

Accounting
Business Analytics
Marketing
Finance
Healthcare Administration

International Dual Degrees

Bachelor's Degree

SOU/Hochschule Harz, Germany
SOU/HTW Saarlandes, Germany
SOU/Saimaa, Finland

Graduate Degrees

SOU-MBA/ HTW Saarlandes, Germany-Master In International Management

Study Abroad

Gain an international perspective by studying in a foreign country for a quarter, year or for as short as three weeks in programs based in Europe, Latin America, Asia or Oceania.

Internships

Add experience to your resume through a School of Business Internship. Apply your classroom knowledge to the workplace under the mentorship of business professionals.

Student Clubs

Accounting Students Association
Hospitality and Tourism Club