

QUANTITATIVE ANALYSIS OF MARKETS & ORGANIZATIONS

2018-2019 CATALOG YEAR

ADMISSION

Students must apply for admission to the QAMO major. The online application requires a personal statement (describing academic interests and career goals), an updated resume, and a Degree Audit. Students should prepare these materials prior to submitting.

(Undergrad.Eccles.Utah.Edu > Academics > Quantitative Analysis of Markets & Organizations > Admissions)

HONORS DEGREE

Students seeking an HBS (Honors Bachelor of Science) must complete the Honors College's requirements and QAMO's honors requirements.

(Undergrad.Eccles.Utah.Edu > Academics > Honors College)

EMPHASES

QAMO students earn the Business Economics & Analytics emphasis automatically. They may add one additional emphasis to their official record: Entrepreneurship, Finance, Management, or Marketing.

TRANSFER CREDIT

Students who have transfer credit that may fulfill a QAMO requirement can petition for equivalency.

(Undergrad.Eccles.Utah.Edu > Admissions > Transfer Students > Transfer Equivalency Guide)

GRADING

C- is the minimum grade for all required business courses. Credit or no credit (CR/NC) is not an option.

MINORS

Students are encouraged to explore minors to pair with this major. Minors that complement the QAMO major include Advanced Financial Analysis, Computer Science, and Mathematics.

(Catalog.Utah.Edu > Minors)

To schedule an appointment with an academic advisor, please stop by SFEBB 1120, call 801.581.7853, or visit [Eccles.Link/UAS-Appts](https://eccles.utah.edu/links/uas-appts).

QUANTITATIVE PREPARATION: 11 CREDITS

____ MATH 1210 – Calculus I (QA/QB)

PREREQUISITE: C or better in MATH 1050 & 1060, C or better in MATH 1080, or placement

Will accept a score ~ 4 on the AP Calculus AB exam or a score ~ 3 on the AP Calculus BC exam.

Will accept MATH 1310.

____ MATH 1220 – Calculus II (QA/QB)

PREREQUISITE: C or better in MATH 1210 or a qualifying AP score

Will accept a score ~ 4 on the AP Calculus BC exam.

Will accept MATH 1320.

____ ECON 3640 – Probability & Statistical Inference for Economists (QB)

PREREQUISITES: college algebra, ECON 2010, & ECON 2020

Will accept a score ~ 3 on the AP Statistics exam.

QAMO CORE: 18 CREDITS

- ____ **BUS 1050 or 1051** – Foundations of Business Thought
- ____ **QAMO 3010** – Business Economics
PREREQUISITE: MATH 1210
- ____ **QAMO 3020** – Game Theory
PREREQUISITE: MATH 1220 & QAMO 3010

- ____ **QAMO 3030** – Business Econometrics I
PREREQUISITE: ECON 4651
- ____ **QAMO 3040** – Business Econometrics II
PREREQUISITE: QAMO 3030
- ____ **QAMO 3050** – Economics & the Business Disciplines
COREQUISITES: QAMO 3020 & 3040

ECONOMICS CORE: 9 CREDITS

- ____ **ECON 3201** – Money & Banking for Business Economics & Analytics
PREREQUISITE: MATH 1220
- ____ **ECON 4011** – Intermediate Microeconomic Analysis for Business Economics & Analytics
PREREQUISITE: MATH 1220
- ____ **ECON 4651** – Principles of Econometrics for Business & Analytics
PREREQUISITE: MATH 1220

ELECTIVES: 12 CREDITS

____ **12 credits of electives:**

- QAMO 4010** – Economics of Strategy
PREREQUISITE: QAMO 3010
- QAMO 4020** – Personnel Economics
PREREQUISITE: QAMO 3020
COREQUISITE: QAMO 3040
- QAMO 4030** – Economics of Organization
PREREQUISITE: QAMO 3020
COREQUISITE: QAMO 3040
- QAMO 4040** – Non-Market Environments
PREREQUISITE: QAMO 3020
COREQUISITE: QAMO 3040
- QAMO 4050** – Contracts & Bargaining
PREREQUISITE: QAMO 3020
COREQUISITE: QAMO 3040

- QAMO 4060** – Economics of Business Taxation
PREREQUISITE: QAMO 3020
COREQUISITE: QAMO 3040
- QAMO 4070** – Design of Markets & Institutions
PREREQUISITE: QAMO 3020
COREQUISITE: QAMO 3040
- QAMO 4080** – Information Economics
PREREQUISITE: QAMO 3020
COREQUISITE: QAMO 3040
- QAMO 4999** – Honors Thesis
PREREQUISITE: QAMO 3020, member of the Honors College,
& department consent
COREQUISITE: QAMO 3040

EMPHASES

ENTREPRENEURSHIP EMPHASIS (OPTIONAL): 18 CREDITS

- ____ **ACCTG 2600** – Survey of Accounting
- ____ **ACCTG 3600 or 3601** – Principles of Accounting
PREREQUISITES: ACCTG 2600 & full major status in QAMO
- ____ **ENTP 5770** – Business Discovery & Creation
PREREQUISITE: full major status in QAMO
- ____ **FINAN 3040 or 3041** – Financial Management (QI)
PREREQUISITES: ACCTG 2600 & full major status in QAMO

____ **2 of the following courses:**

- ENTP 5771** – Business Model Innovation
PREREQUISITE: full major status in QAMO
- FINAN 5300** – New Venture Finance
PREREQUISITES: FINAN 3040 or 3041 & full major status in QAMO
- MKTG 4700** – Entrepreneurial Marketing
PREREQUISITES: MKTG 3000, 3010, or 3011 & full major
status in QAMO

FINANCE EMPHASIS (OPTIONAL): 15 CREDITS

____ **ACCTG 2600** – Survey of Accounting

____ **FINAN 3040 or 3041** – Financial Management (QI)

PREREQUISITES: ACCTG 2600 & full major status in QAMO

____ **9 credits of electives:**

ACCTG 3600 or 3601 – Principles of Accounting

PREREQUISITES: ACCTG 2600 & full major status in QAMO

FINAN 3050 – Introduction to Investments (QI)

PREREQUISITES: FINAN 3040 or 3041 & full major status in QAMO

FINAN 4050 – Intermediate Investments (QI)

PREREQUISITE: FINAN 3050 & full major status in QAMO

FINAN 4211 – Honors Valuation

PREREQUISITES: B or better in FINAN 3040 or 3041, University of Utah GPA ~ 3.7, member of the Honors College or Business Scholars program, & full major status in QAMO

FINAN 4380 – Financial Modeling

PREREQUISITE: FINAN 3050 & full major status in QAMO

FINAN 5880 – Student Investment Fund

PREREQUISITE: FINAN 3040 or 3041

COREQUISITE: FINAN 4211

Students are enrolled by application only.

MARKETING EMPHASIS (OPTIONAL): 12 CREDITS

____ **MKTG 3010 or 3011** – Principles of Marketing

PREREQUISITE: member of the Business Scholars program or full major status in QAMO

____ **3 of the following courses:**

MKTG 4020 – Marketing Management (CW)

PREREQUISITES: MKTG 3010 or 3011 & full major status in QAMO

MKTG 4310 – Digital Marketing & Analytics

PREREQUISITES: MKTG 3010 or 3011 & full major status in QAMO

MKTG 4450 – Marketing Research

PREREQUISITES: MKTG 3010 or 3011, OIS 3440, & full major status in QAMO

MKTG 4500 – Introduction to Advertising

PREREQUISITES: MKTG 3010 or 3011 & full major status in QAMO

MKTG 4600 – Marketing Analytics

PREREQUISITES: MKTG 3010 or 3011 & full major status in QAMO

MKTG 4770 – Consumer Behavior

PREREQUISITES: MKTG 3010 or 3011 & full major status in QAMO

MANAGEMENT EMPHASIS (OPTIONAL): 15 CREDITS

____ **MGT 3680 or 3681** – Human Behavior in Organizations

PREREQUISITE: member of the Business Scholars program or full major status in QAMO

____ **MGT 3810 or 3815** – Business & Professional Communication

PREREQUISITE: B- or better in EAS 1060, WRTG 2010, or WR2

____ **MGT 5500** – Leadership through Emotional Intelligence

PREREQUISITES: MGT 3680 or 3681 & full major status in QAMO

____ **MGT 5600** – Business Ethics

PREREQUISITES: MGT 3680 or 3681 & full major status in QAMO

____ **1, 3-credit, upper-division, letter-graded MGT course**

COMING SOON! ACCOUNTING, INFORMATION SYSTEMS, & OPERATIONS EMPHASES

Students with questions about University of Utah, General Education, and Bachelor’s Degree Requirements should contact the Academic Advising Center. SSB 450 | 801.581.8146 | advising.utah.edu

UNIVERSITY OF UTAH REQUIREMENTS

- ___ 122 credits (minimum)
- ___ 40 upper division credits (minimum)
- ___ 2.0 cumulative GPA (minimum)
- ___ Residency Hours (registrar.utah.edu)

GENERAL EDUCATION REQUIREMENTS: 24+ CREDITS

	Minimum Grade
___ American Institutions (AI)	D- or CR
___ Lower Division Writing (WR2) – WRTG 2010 or equivalent	C-
___ Fine Arts (FF)	D- or CR
___ Fine Arts (FF)	D- or CR
___ Humanities (HF)	D- or CR
___ Humanities (HF)	D- or CR
NOTE: BUS 1051 does <i>not</i> count as an HF for Eccles School majors.	
___ Physical/Life Science (SF)	D- or CR
___ Physical/Life or Applied Science (SF/AS)	D- or CR
** Quantitative Reasoning (QA) – satisfied by calculus courses	C-
** Quantitative Reasoning (QB) – satisfied by calculus courses	C-
** Social/Behavioral Science (BF) – waived for Eccles School majors	

BACHELOR’S DEGREE REQUIREMENTS: 15+ CREDITS

	Minimum Grade
___ Diversity (DV)	C- or CR
___ Upper Division Communication/Writing (CW)	C- or CR
RECOMMENDED: MGT 3810 or 3815	
___ International (IR)	C- or CR
Bachelor of Science	C- or CR
___ ** Quantitative Intensive (QI)	
___ Quantitative Intensive (QI)	

NOTE: A C- or higher in QAMO 3010 will cover a QI requirement. A C- in FINAN 3040 or 3041, FINAN 3050, or FINAN 4050 will cover a Finance Emphasis & a QI requirement.

** denotes courses satisfied by Eccles School requirements

NOTES: