

2020-2021 CATALOG YEAR

QAMO

QUANTITATIVE ANALYSIS OF MARKETS & ORGANIZATIONS MAJOR

Analysis of Markets and Organizations (QAMO) teaches you to apply economics to business problems with an emphasis on game theory and econometrics.

Admission to the Quantitative Analysis of Markets & Organizations (QAMO) major is competitive. Please visit [Eccles.link/QAMO-admission](https://eccles.link/QAMO-admission) for information about admission criteria and policies. Application requires a personal statement (describing academic interests and career goals), current resume, and a Degree Audit. Students should prepare these materials prior to submitting.

In addition to completing the University of Utah's Core requirements, students seeking a Bachelor's Degree in QAMO must complete the courses below.

Students can find full course descriptions and requisite details in the general catalog at catalog.utah.edu and on the class schedule.

Emphases: QAMO students earn the Business Economics and Analytics emphasis automatically. They may add one additional emphasis to their record: Accounting, Entrepreneurship, Finance, Information Systems, Management, Marketing, or Operations & Supply Chain.

Make an appointment with your academic advisor at [Eccles.link/youradvisor](https://eccles.link/youradvisor) to confirm your path to graduation.

QUANTITATIVE PREPARATION: 11 CREDITS

	CLASS	PREREQUISITES
4	MATH 1210 – Calculus I (QA/QB) 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.	See catalog or details in schedule of classes for pre-requisites
4	MATH 1220 – Calculus II (QA/QB) Will accept a score ≥ 4 on the AP Calculus BC exam. Will accept MATH 1320	See catalog or details in schedule of classes for pre-requisites
3	College-Level Statistics Math 1070 (B or better), BCOR 2030 (B or better), OIS 2340 (B or better), "3" on the AP Statistics exam or ECON 3640	<i>Consult advisor</i>

CORE: 27 CREDITS

		CLASS	PREREQUISITES
	3	BUS 1050 or 1051 – Foundations of Business Thought	
	3	BUS 2011 (Earn B+ or better) – Honors Introduction to Quantitative Business Economics OR QAMO 3010 – Business Economics	C- or better in MATH 1100, 1210, or 1220 or AP Calc AB of 3 or higher <u>and</u> member of the Business Scholars program or Honors College or department consent C or better in MATH 1210 or MATH 1220 or MATH 1310 or MATH 1320 or MATH 1250 or AP Calculus BC score of 3 or better or AP Calculus AB score of 4 or better
	3	QAMO 3020 – Game Theory	C- or better in QAMO 3010 or QAMO 3015 or B+ or better in BUS 2011 <u>and</u> MATH 1220 or MATH 1320 or MATH 1260 or AP Calculus BC score of 4 or better.
	3	QAMO 3030 – Business Econometrics I	C- or better in ECON 4651 or MATH 3080
	3	QAMO 3040 – Business Econometrics II	C- or better in QAMO 3030
	3	QAMO 3050 – Economics & the Business	Co-requisites QAMO 3020 and QAMO 3040 or Department Consent
	3	ECON 3201 – Money & Banking for Business Economics & Analytics	C- or better in MATH 1220 or MATH 1320 or MATH 1260 or MATH 1321 or AP Calculus BC score of 4 or higher Note: ECON 3200 NOT accepted as a substitute for 3201.
	3	ECON 4011 – Intermediate Microeconomic Analysis for Business Economics & Analytics	C- or better in MATH 1220 or MATH 1320 or MATH 1260 or MATH 1321 or AP Calculus BC score of 4 or higher Note: ECON 4010 NOT accepted as a substitute for 4011.

	CLASS	PREREQUISITES
3	ECON 4651 – Principles of Econometrics for Business & Analytics	C- or better in MATH 1220 or MATH 1320 or MATH 1260 or MATH 1321 or AP Calculus BC score of 4 or higher <u>and</u> C- or better in ECON 3640 or OIS 3440 or B or better in OIS 2340 or MATH 1070 Note: BCOR 2030 may count as required statistics, consult your advisor ECON 4650 NOT accepted as a substitute for 4651.

ELECTIVES: 12 CREDITS

	CLASS	PREREQUISITES
3	QAMO 4010 – Economics of Strategy	B+ or higher in QAMO 3010 or BUS 2011 Co-requisite: QAMO 3040
3	QAMO 4020 – Personnel Economics	C- or better in QAMO 3020 Co-requisite: QAMO 3040
3	QAMO 4030 – Economics of Organization	C- or better in QAMO 3020 Co-requisite: QAMO 3040
3	QAMO 4040 – Non-Market Environments	C- or better in QAMO 3020 Co-requisite: QAMO 3040
3	QAMO 4050 – Contracts and Bargaining	C- or better in QAMO 3020 Co-requisite: QAMO 3040
3	QAMO 4060 – Economics of Business Taxation	C- or better in QAMO 3020 Co-requisite: QAMO 3040
3	QAMO 4070 – Design of Markets & Institutions	C- or better in QAMO 3020 Co-requisite: QAMO 3040
3	QAMO 4080 – Information Economics	C- or better in QAMO 3020 Co-requisite: QAMO 3040
3	QAMO 4999 – Honors Thesis	C- or better in QAMO 3020 Member of the Honors College and Departmental Consent

EMPHASES

Please meet with your academic advisor to discuss emphases requirements in more detail and for important information.

ACCOUNTING EMPHASIS (OPTIONAL): 15 CREDITS

	CLASS	PREREQUISITES
3	ACCTG 5050 – Accounting Fundamentals Will accept ACCTG 3000 or ACCTG 2600	Minor status in the Eccles School or department consent – <i>consult your advisor for more information</i>
3	ACCTG 5110 – Financial Accounting I	ACCTG 3000, ACCTG 3600 or 3601, or BCOR 3010 <u>and</u> Full major status in QAMO
3	ACCTG 5210 – Management Accounting	ACCTG 3000 or ACCTG 3600 or 3601 or BCOR 3010 <u>and</u> Full major status in QAMO
3	ACCTG 5610 – Reading and Interpreting Financial Statements OR FINAN 5510 – Interpreting Financial Statements	ACCTG 5610: ACCTG 3000, ACCTG 3600 or 3601, or BCOR 3010 <u>and</u> full major or minor status in the Eccles School FINAN 5510: B or better in FINAN 3040 OR 3041 or BCOR 3020 <u>and</u> ACCTG 3600, 3601 or ACCTG 3000, or BCOR 3010 <u>and</u> Minor in Adv Finan Analysis or Major in QAMO <u>and</u> 3.5+ GPA or Major in FINAN AND 3.5+ GPA or Emph in Adv Fin Analysis
3	ACCTG 5620 – Business Valuation and Analysis	ACCTG 2600, ACCTG 3000, ACCTG 3600 or ACCTG 3601, or BCOR 3010 <u>and</u> Full major status in QAMO

ENTREPRENEURSHIP EMPHASIS (OPTIONAL): 18 CREDITS

	CLASS	PREREQUISITES
3	ACCTG 5050 – Accounting Fundamentals Will accept ACCTG 3000 or ACCTG 2600	<i>Consult your advisor for more information</i>
3	ACCTG 5110 – Financial Accounting I	ACCTG 3000, ACCTG 3600 or 3601, or BCOR 3010 <u>and</u> Full major status in QAMO
3	ENTP 5770 – Business Discovery & Creation	Full major status in QAMO
3	FINAN 3040 or 3041 – Financial Management (QI) Will accept FINAN 5050*	ACCTG 3000, ACCTG 3600 or 3601, or BCOR 3010 <u>and</u> Full major status in QAMO <i>*Consult your advisor for more information</i>

Students must complete 2 of the following courses:

	CLASS	PREREQUISITES
3	FINAN 5300 – New Venture Finance	FINAN 3040 or 3041, BCOR 3020, or FINAN 5050 <u>and</u> Full major status in QAMO
3	MKTG 4700 – Entrepreneurial Marketing	MKTG 3000, 3010, or 3011, or BCOR 3040 <u>and</u> Full major status in QAMO

FINANCE EMPHASIS (OPTIONAL): 15 CREDITS

	CLASS	PREREQUISITES
3	ACCTG 5050 – Accounting Fundamentals Will accept ACCTG 3000 or ACCTG 2600	Minor status in the Eccles School or department consent – <i>consult your advisor for more information</i>
3	FINAN 3041 – Honors Financial Management (QI) Will accept FINAN 5050	ACCTG 2600, ACCTG 3000, BCOR 3010 or ACCTG 5050 <u>and</u> 3.5+ U of U GPA, member of Honors College or Business Scholars Program, and full major status in QAMO. <i>Consult your advisor for more information</i>

Students must complete 9 credits of the following electives.

	CLASS	PREREQUISITES
3	ACCTG 5110 – Financial Accounting I	ACCTG 3000, BCOR 3010, or ACCTG 5050 <u>and</u> Full major status in QAMO
3	FINAN 4050 – Intermediate Investments (QI)	FINAN 3050 <u>and</u> Full major status in QAMO
3	FINAN 4211 – Honors Valuation	B or better in FINAN 3041, BCOR 3020, or FINAN 5050 <u>and</u> 3.7+ U of U GPA, member of Honors College or Business Scholars Program, and full major status in QAMO
3	FINAN 5380 – Adv. Financial Modeling	FINAN 3050 <u>and</u> Full major status in QAMO
3	FINAN 5880 – Student Investment Fund	FINAN 3041, BCOR 3020 or FINAN 5050 Corequisite: FINAN 4211 Students are enrolled by application only.

INFORMATION SYSTEMS EMPHASIS (OPTIONAL): 15 CREDITS

	CLASS	PREREQUISITES
3	IS 4410 or 4411 – Information Systems	C- or better in IS 2010 or BCOR 2020 <u>and</u> Full major status in QAMO
3	IS 4420 – Database Fundamentals	IS 4410 or IS 4411 <u>and</u> Full major status in QAMO
3	IS 4482 – Data Mining for Business Applications	IS 4420 <u>and</u> Full major status in QAMO

Students must complete 2 of the following courses:

	CLASS	PREREQUISITES
3	IS 4415 – Data Structures and Java	IS 4410 or IS 4411 <u>and</u> Full major status in QAMO
3	IS 4430 – Systems Analysis and Design	IS 4420 <u>and</u> Full major status in QAMO
3	IS 4440 – Networking and Servers	IS 4410 or IS 4411 <u>and</u> Full major status in QAMO
3	IS 4460 – Web Based Applications	IS 4410 or IS 4411
3	IS 4470 – Telecommunication and Security	IS 4440 <u>and</u> Full major status in QAMO
3	IS 4480 – Data Warehouse Design and Implementation	IS 4420 <u>and</u> Full major status in QAMO
3	IS 4999 – IS Honors Thesis Project	Member of Honors College <u>and</u> Full major status in QAMO

MANAGEMENT EMPHASIS (OPTIONAL): 15 CREDITS

	CLASS	PREREQUISITES
3	MGT 3680 or 3681, BCOR 3030, or MGT 3000– Human Behavior in Organizations	Full major status in QAMO
3	MGT 3810 or 3815 – Business & Professional Communication	B- or better in EAS 1060, WRTG 2010, or WR2
3	MGT 5500 – Leadership through Emotional Intelligence	C- or better in MGT 3680 or 3681, or MGT 3000, or BCOR 3030 <u>and</u> Full major status in QAMO
3	MGT 5600 – Business Ethics	C- or better in MGT 3680 or 3681, MGT 3000, or BCOR 3030 <u>and</u> Full major status in QAMO
3	1, 3-credit, upper-division, letter-graded MGT course	

MARKETING EMPHASIS (OPTIONAL): 12 CREDITS

	CLASS	PREREQUISITES
3	MKTG 3010 or 3011, MKTG 3000, BCOR 3040 – Principles of Marketing	Full major status in QAMO

Students must complete 3 of the following courses:

	CLASS	PREREQUISITES
3	MKTG 4020 – Marketing Management (CW)	MKTG 3010 or 3011, MKTG 3000, or BCOR 3040 <u>and</u> Full major status in QAMO
3	MKTG 4310 – Digital Marketing & Analytics	MKTG 3010 or 3011, MKTG 3000, or BCOR 3040 <u>and</u> Full major status in QAMO
3	MKTG 4450 – Marketing Research	MKTG 3010 or 3011, MKTG 3000, or BCOR 3040 <u>and</u> Full major status in QAMO

	CLASS	PREREQUISITES
3	MKTG 4500 – Introduction to Advertising	C- or better in MKTG 3010 or 3011, MKTG 3000, or BCOR 3040 <u>and</u> Full major status in QAMO
3	MKTG 4600 – Marketing Analytics	C- or better in MKTG 3010 or 3011, MKTG 3000, or BCOR 3040 <u>and</u> Full major status in QAMO
3	MKTG 4770 – Consumer Behavior	C- or better in 3010 or 3011, MKTG 3000, or BCOR 3040 <u>and</u> Full major status in QAMO
3	MKTG 4020 – Marketing Management (CW)	C- or better in MKTG 3010 or 3011, MKTG 3000, or BCOR 3040 <u>and</u> Full major status in QAMO

OPERATIONS & SUPPLY CHAIN EMPHASIS (OPTIONAL): 15 CREDITS

	CLASS	PREREQUISITES
3	OIS 3660 or 3661 – Operations Management	Full Major status in QAMO
3	OIS 5610 – Practical Management Science	Full Major status in QAMO
3	OIS 5620 – Global Supply Chain Management	C- or better in OIS 3660 or OIS 3661 <u>and</u> Full major status in QAMO and instructor consent.

Students must complete 2 of the following courses:

	CLASS	PREREQUISITES
3	IS 4420 – Database Fundamentals	C- or better in IS 4410 or IS 4411 <u>and</u> Full major status in QAMO
3	OIS 5450 – Simulation of Business Processes	C- or better in OIS 3440 <u>and</u> Full major status in QAMO
3	OIS 5500 - Visual Analytics	

		CLASS	PREREQUISITES
	3	OIS 5630 – Production Planning and Control	C- or better in OIS 3660 or OIS 3661 <u>and</u> Full major status in QAMO
	3	OIS 5640 – Project Management	Full Major status in QAMO
	3	OIS 5650 – Six Sigma for Managers	C- or better in OIS 3440 and OIS 3660 or 3661 <u>and</u> Full major status in QAMO and instructor consent.
	3	OIS 5670 – Managing Service Operations	C- or better in OIS 3660 or OIS 3661 <u>and</u> Full major status in QAMO and instructor consent.
