



COLLEGE OF

# BUSINESS & ECONOMICS

## Options

### BS BUSINESS ADMINISTRATION

**Accounting:** This option prepares students for careers in either *Public Accounting*, serving clients professionally in the areas of financial accounting, cost accounting, auditing, taxes and systems; or *Managerial Accounting*, dealing with the functions of the controller in a business firm, or an institutional or governmental agency; or internal auditing.

**Business Arts–Prelegal:** This option enables students to prepare for legal careers by combining business and humanities courses. The objective of this option is to combine a general business education with option electives that suit individual requirements. Option electives may be chosen in the humanities and often include reading and writing skills that are important for postgraduate study of law.

**Business Economics:** This option teaches students major technical skills and knowledge needed by consulting companies, business corporations, and government agencies for business and economic analyses in a rapidly changing economy.

**Entrepreneurship:** This option prepares students to work for a small business, start their own business, purchase existing companies, or manage ongoing small-to-medium enterprises.

**Finance:** This option develops an understanding of modern finance concepts, strategies, and techniques and prepares students for careers in corporate finance, money management, investment banking, commercial banking, and insurance.

**Human Resources Management:** The option prepares students for careers in human resources management in both the public and private sectors. Career paths include generalist and specialist, positions in human resource planning, recruitment and selection, compensation and benefits, job analysis, training and development, employment and labor relations, and other essential human resource functions.

**International Business:** This option prepares students for careers with international, multinational or transnational firms and for the commerce option of the federal government's Foreign Service Officer Examination.

**Management:** This option develops competence in management and supervisory processes used by executives, supervisors, and comparable administrative officers in industry, finance, government, and labor.

**Marketing:** The option prepares students for the dynamic world of marketing management. It integrates the external environmental issues and concerns with consumer behavior while addressing the firm's strategic plans to ensure a firm meets its business goals and objectives. It prepares students for the cross-functional, integrated business processes required of marketers working with today's firms and with those of the future.

**Operations and Supply Chain Management:** Operations refer to what an organization does to create value. This might involve delivering a service or manufacturing a product. Operations Management addresses the management of this value-creation process. Strategic issues include process and technology selection, facility and service design, supply chain, capacity, quality, inventory, and work force management. Graduates pursue careers in a wide range of industries that include hospitality, health care, government, information services, banking and manufacturing.

**Real Estate:** This option prepares students for careers in real estate, and for real estate licensing examinations. It also prepares students for further study of real estate at the postgraduate level.

**Retailing:** The option prepares students for the dynamic, multi-channel, international world of retailing. It integrates external environmental issues and concerns with consumer behavior issues while addressing the firm's retail goals and objectives. It prepares students with strategies needed to address the evolving retail climate.

**Special Business:** This option provides for programs designed to meet individual interests not covered by the other options. Permission to take this option must be secured from the dean of the college.

# BS COMPUTER INFORMATION SYSTEMS

**Business Systems:** This degree program in the business systems option prepares students for careers as information systems professionals in different career fields (such as accounting, marketing, finance, human resources etc.) in which they support personal and organizational computing activities develop and maintain enterprise information systems; or work in information centers. Students the BSBA (Bachelor of Science in Business Administration) may pursue this option for a dual bachelor's degree because it requires only five additional courses.

**Information Systems:** This information systems (IS) major option provides students with the specialized knowledge needed for IT professional employment in all size business and government organizations and offers the choice of a wide variety of in-depth courses in specific areas of information systems. The elective courses will allow students to prepare for certifications in various IT tracks including, but not limited to, application development, enterprise systems, and networking, and information assurance.

**Information Technology:** This specialized information technology (IT) option provides students with the specialized knowledge needed for IT professional employment in all size of IT related organizations and offers the choice of a wide variety of in-depth courses in specific areas of information systems. The elective courses will allow students to prepare for certifications in various IT tracks including, but not limited to, application development, enterprise systems and networking, and information assurance.

# BA ECONOMICS

**Applied Economics:** This option provides students with applied, more specialized training in economics. It is recommended for students interested in a career that requires applied business and economics skills.

**Social and Behavioral Sciences:** This option serves students with interdisciplinary interests in economics and other areas of social and behavioral sciences: anthropology, geography, history, political science, psychology, sociology, and American, Chicano, Latin American, Pan-African, and urban studies.