Accounting

What is it?
- Analysis, classification, and recording of an organization’s/individual’s financial events
- Plan, control, and appraise financial performance

Skills needed
- Analyze complex situations, communicate concisely, competence to make decisions/advise, strong written communication skills

Careers
- Tax accountant/advisor, internal/external auditor, staff accountant, financial analyst/planning, budget analyst
- 2010 average starting salary - $47,463

Finance

What is it?
- Analysis of revenue and expenses to ensure effective use of capital
- Advise businesses about project costs, make capital investments, and structure deals to foster company growth

Skills needed
- Financial quantitative skills, plan/administer budgets, strong presentation and writing skills, critical thinking capabilities, familiar with technology (data processing tools)
- MATH140, 141, and 240 are recommended (not required)

Careers
- Financial advisor, investment analysis and portfolio management, investment banking, risk management, budget analyst, international finance, loan administrator, credit analyst
- 2010 average starting salary - $54,548

Marketing

What is it?
- Getting goods and services from producers to consumers
- Ensure that quality goods and services are provided at fair prices and in a way that benefits the community and society

Skills needed
- Creative problem solving, data analysis, technical writing ability, public speaking/presentation skills, internet research capabilities

Careers
- Sales, advertising, public relations, promotion, brand/product management, market research
- 2010 average starting salary - $47,271

General Business

What is it?
- Broad course of study in business and management
- Appropriate for those who plan to enter small-business management or entrepreneurship where general knowledge of various fields of study is preferred to a more specialized concentration

Skills needed
- Ability to learn quickly, written/spoken communication skills, self-starter, respond well to change, research capabilities, general quantitative skills, multi-tasking capabilities

Careers
- General manager, retail manager, entrepreneur, human resources, customer service representative
- 2010 average starting salary - $48,223
International Business
What is it?
- Similar to General Business but with international focus
- Work with international partners, offices overseas, sell to or serve an international population
  Skills needed
  - Multiple language skills, clear and flexible communication skills, exceptional professionalism
  - Although not required for the major, foreign language courses/skills are strongly encouraged
Careers
- Government services, foreign trade, consulting, international development
- 2010 average starting salary - $48,731

Operations Management
What is it?
- Design and management of an organization’s systems and processes focusing on the creation and delivery of products and services
- Involved in functions such as capacity planning, inventory management, logistics management, production planning and control, resource allocation, and total quality management
  Skills needed
  - Understanding of math/stats, computer technology, ability to analyze and interpret data, clear and effective communication skills, broad understanding of business, leadership
Careers
- Consulting, manufacturing, project management, applied statistical analyst, business development, retail, service organizations
- 2010 average starting salary - $47,528

Supply Chain Management
What is it?
- Managing the connecting of raw materials with manufacturing and the end consumer in the right condition and quantity as well as at the right time, place, and cost
- Coordinate logistics, transportation, warehouse location and operation, inventory management, packaging, and other functions in a cost effective manner
  Skills needed
  - Attention to detail, problem-solving capabilities, technology proficient, strong/clear communicator
Careers
- Supply chain/logistics manager, retail, routing supervisor, materials manager/planner, warehouse management, loss prevention analyst
- 2010 average starting salary - $55,192

Information Systems
What is it?
- Implementation and support of computer technology within a business organization
- Major focuses: system design and implementation, analytical skills, and managerial and organizational knowledge
  Skills needed
  - Technical proficiency and diversity, clear/concise communication, flexibility, team collaboration skills, general business knowledge
Careers
- IS associate/specialist, systems analyst and design, business analyst, consultant
- 2010 average starting salary - $58,045