ACCOUNTING

Accounting majors learn how to gather, record, analyze, interpret, and communicate information about an individual’s or organization’s financial performance and risks. Not simply bean counters, accountants analyze financial information and consult with upper management about important business decisions. Of course, some accountants also keep the books, recording every financial transaction.

*It Helps To Be...*

Attentive to detail and analytical. Since accountants spend much of their time advising and communicating with others, from the general public to CEOs, communication skills are essential for success.

COMPUTER INFORMATION SYSTEMS

CIS majors study information systems and their use in business and other organization. They learn about computer systems, computer databases, networks, computer security and more.

Everyone who works in business, from someone who pays the bills to the person who hires and fires, uses information systems. For example, a supermarket could use a computer database to keep track of which products sell best. And a music store could use a database to sell CDs over the Internet. If you major in computer information systems (CIS), you’ll learn how to put technology to work.

*It Helps To Be...*

Someone who enjoys explaining things to others. You may be the essential link between technology and people who don’t understand it as well as you do.

ECONOMICS

Economics majors learn about economic theory, economic systems such as capitalism, and mathematical methods. They use their knowledge to analyze how limited resources are made, traded, and used. Economics majors learn to decode the systems behind what can often appear impossible to understand. They study economic models and theories to analyze how the seemingly simple acts of buying and selling can be complicated by factors such as taxes, interest rates, inflation, labor disagreements, and even the weather.

*It Helps To Be...*

Interested in why things happen the way they do. Economics uses models to explain and predict what can often seem chaotic.
FINANCE & BANKING

Finance majors learn how to make financial decisions for organization. Course work covers such topics as planning, raising funds, making wise investments, and controlling costs.

The field of finance is largely about helping businesses and other organizations make money. But there's more to that task than meets the eye. As a finance major, you'll learn how to plan for the long term. It's not enough for a company to be ahead of the pack today -- it has to be successful five, ten, even twenty years down the line.

Managing finances with the future in mind means answering tough questions like these: Can we afford to give employees a raise? Can we spend less on raw materials this year? Is it better to rent or buy office space?

*It Helps To Be...*

Good with numbers, a great communicator, a creative problem solver, and a team player. You should also enjoy research.

HOSPITALITY & TOURISM MANAGEMENT

Hospitality majors learn to run hotels, restaurants, travel agencies, and other businesses that serve business travelers and vacationers.

Tourism and travel majors learn to manage tourism- and travel-related businesses. Course work includes such topics as travel-agency management, tour planning, convention and event planning, and travel

*It Helps To Be...*

An outgoing person with great communication skills. You'll need to be good at solving problems quickly and keeping track of details. You should be someone who loves learning about various destinations and cultures, and who's excited by the idea of helping others plan and take trips, whether for business or pleasure. You'll enjoy this major if you like learning about a variety of topics, from law to geography to marketing.

INTERNATIONAL BUSINESS

International business majors learn how to think globally about the business world. They also learn how to manage multinational businesses and turn local and national companies into international success stories.

Thinking globally -- and understanding how to bring different cultures together -- is the first step in understanding international business.

*It Helps To Be...*

Creative, flexible, and interested in traveling and learning about other cultures. It also helps to be good with numbers, confident, and a clear communicator.
### MANAGEMENT-ENTREPRENEURSHIP
Entrepreneurship majors learn how to build, promote, and manage their own businesses. They also learn how to apply their creativity and energy to make existing businesses more productive. These businesspeople do whatever it takes to bring the world the latest products and services -- whether it’s the next best computer software or ballpoint pen. Becoming an entrepreneur is one way to improve people’s lives.

*It Helps To Be...*

A good communicator and a creative, well-organized, persuasive leader. This is a great major if you’re always thinking of a better way to do something -- and can convince others that you’re right.

### MANAGEMENT-GENERAL
Management programs prepare students to plan, organize, direct and control an organization’s activities.

*It Helps To Be...*

Someone who enjoys leadership roles. You’ll need solid communication, planning, and problem-solving skills. You should also like thinking about the big picture — not just about a whole company, but about how that company interacts with larger forces such as the economy.

### MANAGEMENT-HUMAN RESOURCE MANAGEMENT
Human resources majors learn how to handle employment issues such as staffing, training, pay, and health and safety in the workplace.

People are recognized as psychologically complicated individuals at the heart of every organization. If you major in human resources management, you’ll study people and the workplace -- and you’ll learn what it takes to meet the needs of people in the workplace.

*It Helps To Be...*

A team player who genuinely enjoys working with other people. Spoken and written communication skills and interpersonal skills are a must.
MARKETING
Marketing majors learn how to create and sell new products and services in ways that will build a large and loyal group of customers.

- Students in this major prepare to work in retail settings. They learn about helping customers on the floor and at the register, keeping the books, supervising sales clerks, and more.
- Students of sales and distribution learn how to sell products and services both direct to consumers and to businesses. Programs usually include internships and cover such topics as sales skills, entrepreneurship, and business economics.
- Students of marketing research study people’s buying habits in preparation for business careers. They learn how to conduct surveys, research buying trends, study the competition, explore advertising campaigns, and more.

_It Helps To Be..._
_A good leader and a team player who understands people and has strong writing and speaking skills._

RISK MANAGEMENT & INSURANCE
The Risk Management and Insurance program prepares students to provide insurance and risk management services to people, businesses, and other organization. Risk Management is another way that insurance companies protect against loss and harm. If you major in insurance, you’ll learn about helping companies create safe working conditions as well as other aspects of risk management. Classes cover everything from health insurance to pension planning.

_It Helps To Be..._
_Equally comfortable working with people and with numbers._