

# SPEARS BUSINESS ACADEMIC MAJORS

#SPEARSBIZBOUND



SPEARS SCHOOL  
OF BUSINESS

Our core curriculum is a rigorous, strategically selected set of courses that develop the essential technical and interpersonal skills all business majors need for career preparation and professionalism. Each student is exposed to all areas of business through our core curriculum, encouraging students to explore while promoting opportunities to earn dual degrees and minors.

## Accounting:

In the School of Accounting we are helping to build the future of accounting to create a more prosperous society. We prepare students to become trusted consultants, accountants, managers, and analysts who support businesses and organizations in the global marketplace. Through technical coursework, experiential learning, and networking we ensure our students find rewarding jobs, whether they practice as public, private, or governmental accountants, or work in managerial positions requiring an understanding of fundamental accounting concepts.

**Available Options:** Five-year Bachelor's in Finance/Master's in Accounting



## Economics:

Economics is based on simple principles which are used to model decision-making in a wide variety of other fields of study. Economic principles are used to analyze and predict both intended and unintended consequences of human action. We address the pressing issues confronting contemporary society such as environmental policy, education, tax structures, public health, and globalization.

**Available Options:** Pre-Law, Quantitative Studies



## Entrepreneurship:

Entrepreneurship is the process of designing, launching and running a new business, or recognizing opportunities for innovation within an existing firm. Our program focuses on four areas: developing an entrepreneurial mindset, learning how to launch a business, learning how to manage and grow a small or family business, and leading change in an existing organization.

## Finance:

Finance focuses on financial decision making, corporate financial management, the markets, institutions, and instruments that facilitate the transfer of money and wealth, allocation of resources, insurance, and the risk and acquisition of financial capital.

**Available Options:** Commercial Bank Management, Energy Finance Minor, Five-year Bachelor's in Finance/Master's in Accounting

## General Business:

The General Business degree is offered for students who are interested in various aspects of business but want to maintain flexibility to explore degree options and offerings across the Spears School of Business.

**Available Option:** Pre-law



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## Hospitality and Tourism Management:

School of Hospitality and Tourism Management (HTM) students are provided with a strong business focused curriculum to prepare for careers in all areas of hospitality and tourism management including lodging, restaurants, beverage management, and events.



## International Business:

International Business is an inter-disciplinary program that explores how business intersects with culture, diversity and language. Students gain an understanding of the opportunities and risks evident within and between global markets. One of the biggest advantages of the program is its realization that all business is international business and students must familiarize themselves with the global business environment.

## Management:

The study of management uses theory and application to solve problems in leadership dynamics, organizational behavior, strategic management, and the development of management systems in order to best support the organization's goals and objectives.

**Available Options:** Business Sustainability, Human Resource Management, Nonprofit Management, Sports Management

## Management Information Systems:

The management information systems degree focuses on the business applications of information technology, data analytics, and cyber security. This includes emphasizing necessary skills required in the analysis, development, and implementation of various information, communication, data analytics, and security-related technologies critical in all organizations.

**Available Options:** Data Science, Information Assurance, Five-year Bachelor's in MIS and Master's in Business Analytics and Data Science



## Marketing:

Marketing professionals identify buyers' needs (often through marketing research) and then develop and manage products/services to meet those needs. They also develop and manage the supply chain, set prices, communicate with current and potential buyers in a variety of different ways including; professional selling, advertising, and through digital communications.

**Available Options:** Marketing Research and Analytics, Marketing Communications Management, Professional Selling & Sales Management, Five-year Bachelor's in Marketing and Master's in Business Analytics and Data Science

