

Business Majors

Shidler College of Business offers a Bachelor of Business Administration degree (BBA) in eight different majors. These include accounting, finance, human resource management, entrepreneurship, international business, management, management information systems, and marketing.

Please refer to: shidler.hawaii.edu/majors for more information

ACCOUNTING

The purpose of the accounting program is to prepare students for professional careers as accountants. The accounting profession may be divided into the following two segments:

- 1) **Public Accounting:** This includes auditing, tax, and management advisory services. It is recommended for those going into public accounting to become a Certified Public Accountant (CPA). Employment in this field can be found with national or international CPA firms, local CPA or public accounting firms, or independent practices.
- 2) **Internal Accounting:** This area includes general financial accounting, managerial accounting, internal auditing, tax accounting, and systems analysts. Employment can be found as accountants in various industries or various branches of the State, Federal, or local government or not-for-profit organizations.

ENTREPRENEURSHIP

The entrepreneurship major is designed to enable students to enhance their skills with respect to opportunity identification, analyzing and evaluating business opportunities in new independent business ventures or as new ventures within existing firms, environmental assessment for new ventures, and in developing effective business plans to obtain financing for new or existing businesses.

Careers for those with an Entrepreneurship Major:

- Entrepreneurs owning their own business
- Managers in new venture divisions of large corporations
- Venture Capital firms
- Venture capital and investment divisions of larger firms

FINANCE

The major in finance is designed to develop analytical skills in the planning, management, and control of financial resources to achieve the financial goals of the organization. Central to that task is the evaluation of the risk and return consequences of financial decisions.

Entry level positions upon graduation include:

1. Financial Institutions (banks, savings & loan companies, etc.)
2. Securities Institutions (stock and bond brokers, investment advisor, etc.)
3. Retail, Wholesale, and Manufacturing (credit management, funding, etc.)
4. Personal Financial Planning (managing income, expenses, assets, etc.)

More information about finance jobs can be found at www.careers-in-finance.com

HUMAN RESOURCE MANAGEMENT

This major is designed to develop skills in the staff functions of compensation, recruitment, personnel training and development career planning, organizational effectiveness, industrial relations, and collective bargaining. Career opportunities in this field can be found in all organizations, private and public, large and small.

Who are HR Managers?

1. They are qualitative individuals with a people-orientation.
2. They are involved in planning the organization's strategic direction consistent with existing and developing resources.

INTERNATIONAL BUSINESS

Through this major, one develops an understanding of the global environment and how businesses must adapt to that environment if they are to succeed. International business students must elect a second major in a specific functional area such as marketing or finance. Many students opt to proceed to graduate school to continue developing their expertise in the international business field. Finally, it is recommended that students continue to develop their language study. This will increase the likelihood of acquiring an overseas position.

MANAGEMENT

Today's managers work in complex organizational structures. They are concerned not only with employees and customers, but with the social, economic, political, and technological aspects of their environment. Each managerial position is unique, depending on the type of the organization. Functions of a manager include planning, organizing, performing administrative duties, and controlling employee performance and the firm's progress towards their goals.

MANAGEMENT INFORMATION SYSTEMS

The MIS major trains students to analyze the information needs of organizations and develop information systems to provide that information. Their focus is on programs, data design, acquisition and management, business processes, communication networks, the Internet and people management.

Entry level positions upon graduation include:

1. Analysts/programmers in firms requiring information systems
2. Field service representatives who provide installation, implementation and training for new and existing hardware and software products
3. Consultants for firms interested in information system development
4. Network Administrator or analyst

MARKETING

In today's globally competitive world, customers expect more, have more choices, and are less brand-loyal. In the long run every business is at risk for survival. There is only one source of positive cash flow in any business, and this is the customer. The field of marketing discovers the needs and wants of people and creates products and services to satisfy those needs and wants. Marketers are involved in various areas: research, creation, delivery and change.

Careers in Marketing

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| 1. Sales Management | 3. Public Relations | 5. Marketing Research |
| 2. Advertising | 4. Distribution | 6. Retail Management |

For program sheets and sample academic planners visit: manoa.hawaii.edu/ovcaa/programsheets