BACHELOR OF SCIENCE IN ACCOUNTING DEGREE

Accountants measure and analyze business activity and then organize data and information into reports and communicate the information to decision makers. The successful accounting professional needs a thorough grasp of accounting rules and excellent quantitative skills to prepare financial statements and analyze the financial and operating data that decision makers use in marketing, finance, personnel administration and other business activities. Further, accounting professionals must possess excellent written and oral communication skills so that their information is effectively communicated to managers, colleagues, clients and capital market participants. To summarize: Accountants determine the financial position and results of operations of organizations (businesses, not-for-profits, etc.) and report the information to external groups (stakeholders, governments, etc.).

Related Minors: Information Systems, Finance, Criminal Justice

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE WITH EMPHASIS AREAS IN:

Finance
Finance is a multi-disciplinary field that combines various concepts from management, economics, and accounting with financial techniques to make sound business decisions and solve problems. There are many business situations in both large and small companies that require knowledge of the latest financial practices. Generally, these applications involve investing (using funds) or financing (raising funds). As a result, the field is comprised of a number of areas including corporate finance, investments, financial institutions and services (banking, insurance, real estate) and personal financial planning. To summarize: The Finance field focuses on the decision-making process of entities (companies, individuals, etc.) regarding their assets, including how to invest them. Related Minors: Information Systems, Accounting, International Business, Economics

International Business
The world is moving away from an economic system in which national markets are distinct, isolated entities towards a system in which national markets are becoming increasingly integrated. The study of international business focuses on understanding the forces behind this globalization of markets and production as well as the constraints on its attainment. The international manager must be able to apply basic business concepts to the diverse global marketplace. The international marketplace requires a manager to have a solid foundation in finance, marketing, accounting, logistics, and management as well as the ability to adapt these fundamental concepts to unique situations. To summarize: This field enhances the knowledge students receive from other areas in business so they can view business problems and solutions from a global perspective. Related Minors: Languages, Anthropology, Sociology

Logistics and Operations Management
Logistics and Operations Management (LOM) covers a wide range of topics, including supply chain management, business analytics, logistics, production and service operations management, lean production, quality, forecasting, statistics, management science and operations research! The mission of Logistics and Operations Management is to produce the appropriate goods or services of the right quality and quantity and to distribute them to the right place, at the right time, thereby making the greatest contribution to the organization. This encompasses the design, implementation and management of systems for efficient acquisition and deployment of personnel, physical facilities, inventories, finished goods and related information or services. LOM analysts must be proficient in the use of analytical models and information systems and must communicate effectively. To summarize: This field involves analyzing organizations, often using analytical models, so they can operate more efficiently. Related Minors: Information Systems, Transportation Studies, International Business

These are the various emphasis areas and degrees in Business Administration. You can focus your business electives toward an emphasis area or major, or take a selection of business electives for a General Business emphasis. Students can also complete more than one emphasis area or degree. To learn more, please schedule an appointment with an academic advisor.

Management
The study of management and organizational behavior focuses on the behavior of individuals and groups in an organizational setting. The business environment today demands graduates who can effectively work with and lead others. The management and organizational behavior emphasis stresses the qualitative approaches to business. The major areas of focus are: the theory and functions of management, the management of human resources, the development of strategic policies in an organization, organizational design and conflict resolution, entrepreneurship and international management. To summarize: Why are some managers more effective than others? Learn the theories behind what you already observe in your place of employment. Related Minors: Psychology, International Business, Communication, Non-Profit Administration, Political Science

Marketing
Marketing is an important part of any business or organization and can enhance growth, increase profits, and help achieve the organization’s goals. Furthermore, marketing plays an important role in our society by enhancing our quality of life. Marketing involves the activities needed to facilitate an exchange. This covers selling products, services or ideas to both consumers and business buyers. Digital and Social Media Marketing is fast becoming a central element of today’s business. Many non-profit institutions are now enthusiastic users of marketing concepts; thus marketing majors find such untraditional areas as hospitals, churches, museums, universities and retirement homes often offer excellent entry-level opportunities for marketing majors in addition to such traditional firms as manufacturing and retail concerns. To summarize: This field involves understanding consumers (individuals or companies) through research and the best way to interest them in purchasing your product, service or experience. Related Minors: Digital Marketing, Information Systems, Media Studies, Certificate in Advertising

BACHELOR OF SCIENCE IN INFORMATION SYSTEMS DEGREE

Information Systems (IS) are of vital importance organizations and IS professionals fill key roles such as systems analysts and designers, database administrators, network administrators, cybersecurity experts, web designers, project managers, software testers and technical writers. They think strategically about selecting, deploying and utilizing IS for organizational efficiency and competitive advantage. UMSL’s IS program prepares students with a foundation in both the functional areas of business and in computing technologies. This unique blend enables graduates to appreciate the strategic role of technology, formulate a vision for IS and communicate that vision to stakeholders. Students are prepared to pursue both technical and managerial careers incorporating leading edge technologies in public and private organizations. To summarize: This field prepares you to select, deploy and utilize IS for organizational efficiency and competitive advantage. You learn how to answer the question “what problem are you solving?” by using information technology. Related Minors: Cybersecurity, Accounting, Digital Marketing, Logistics, Computer Science

While minors are not required, they can enhance your degree.

For more information, please contact the University of Missouri—St. Louis College of Business at:
314-516-5888 or www.umsl.edu/divisions/business/
Additional career information is available at umsl.edu/depts/careers/majors/default.html

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