

Bachelor of Business Administration Majors

ACCOUNTING

Accounting

Accountants develop and communicate financial and other economic information for the purpose of making business decisions. Accounting is an international subject that involves critical thinking and working with people. An accounting major provides broad career opportunities in public accounting (CPA), industry (CMA), and government. Accountants have expertise in accounting, auditing, budgeting, computer systems, financial management, and taxation.

ENTREPRENEURSHIP

Entrepreneurship & Corporate Innovation

The entrepreneurship major offers a unique learning experience to students who aspire to start or secure employment in a business having high growth potential. The major helps students to identify viable career options in entrepreneurship, expand their conceptual knowledge of the entrepreneurship process, and develop a repertoire of venture management skills and techniques. Course work culminates in the development of an actual business plan designed to launch the student's entrepreneurial career.

ECONOMICS

Economics

Economics provides a theoretical and empirical framework for business. The economics major, combined with the professional business core, is excellent preparation for a business career or graduate study in economics, business or law. Career opportunities include positions in consulting, financial analysis, commercial banking, economic development, and government agencies.

International Business (Second Major Only)

International business majors choose from specialized courses in accounting, economics, marketing, finance, management, and modern foreign language. International business opportunities are available in almost every sector, including the energy, telecommunications and information technology industries and in banking financial services, multinational corporations, international organizations and government agencies. Students must complete one modern foreign language through the fourth level (2320 course) to complete this major.

FINANCE AND INSURANCE

Finance

Finance is concerned with determining value and making decisions. The two main areas in finance are corporate finance and investments. Corporate finance focuses on how firms acquire, invest, and manage resources, while investments focuses on how investors build and manage portfolios of securities and other assets. Related areas include commercial banking, options and futures, cash management, valuation, and mergers and acquisitions. Finance majors often pursue careers in corporate financial management, investment management, financial consulting, commercial or investment banking, private equity, and wealth management.

Risk Management and Insurance

The risk management and insurance curriculum focuses on the financial and economic characteristics of potential exposures to loss faced by firms and individuals, and the techniques available to minimize the costs associated with such exposures. Employment opportunities may be found in corporate risk management and brokerage consulting, treasury risk management, insurance home office operations, and insurance agency operations

INFORMATION SYSTEMS

Management Information Systems

As the demand for information technology intensifies, majors in Management Information Systems (MIS) are highly marketable. The MIS major prepares students to become information systems professionals who focus on integrating information technology solutions and business processes to meet the information needs of businesses and other enterprises, enabling them to effectively and efficiently meet their objectives.

MANAGEMENT

Supply Chain Management

The supply chain management curriculum prepares students to manage the many activities involved in the creation of goods and services. Students develop the ability to apply problem-solving tools related to productivity improvement, quality control, production scheduling, and materials management, and to present an integrated top-management view of the entire operations function. Entry-level positions in supervision, production planning and control, inventory management, quality assurance, project management, and technical sales provide a wide choice of career options.

Human Resource Management

The major in human resource management prepares students for business careers that are centered on people. Course work is designed to develop the many skills required of a human resource specialist and focuses on areas such as employee recruitment, placement, performance evaluation, compensation/benefit programs, labor relations, team development, discipline, training/development programs, and career planning. Career opportunities are found in almost all business fields in firms that are large enough to warrant human resource specialists.

Management

This major prepares students for managerial positions that are a key to the success of any business organization. Course work focuses on the development of skills necessary for the effective and efficient management of organizational resources, and it includes instruction in such areas as leadership development, project management, negotiating and conflict resolution, organizational design, productivity enhancement, employee motivation, and managerial values. Graduates are prepared for leadership positions in a variety of industries.

MARKETING

Marketing

Marketing is the organization's way of interfacing with customers. It involves many activities, all focused on building long-term relationships with customers. The curriculum strengthens conceptual and analytical skills and improves verbal and written communication abilities. Choosing from an array of marketing courses, students can prepare for careers in marketing management, advertising, marketing research, financial services, social media marketing and customer analytics. Some students cap their studies with a marketing internship that enables them to explore a specific career opportunity prior to graduation.

Professional Selling

The professional selling major prepares students for success in careers that span the spectrum from account representative to vice president of sales and marketing. The sales curriculum cultivates the core skill competencies needed in a competitive, complex and ever changing marketplace. Students are involved in basic selling, managing and growing long-term customer relationships, sales force management and leadership, negotiating, and strategic decision-making (Application required).

BUSINESS FELLOWS

Baylor Business Fellows Program

This major offers the widest latitude in meeting the BBA requirements, allowing high ability students to specialize in one or more areas in the Business School and one or more areas outside the School. Students will prepare for graduate school and analytical careers. Admission is competitive and separate from admission to the University or the School of Business.

HANKAMER SCHOLARS

Hankamer Scholars Program

The Hankamer Scholars program is designed for high-ability students seeking more opportunities in their course of study with early access to upper-level and major courses within a traditional BBA degree plan. Due to a reduction in required courses, participants are able to more easily pursue multiple business majors, minors outside the Business School, other pre-professional educational goals, or graduate early.

CERTIFICATES

Certificate in Business Analytics

This certificate provides exposure to concepts and techniques critical to success in the area of business analytics, allowing all business majors to become more attractive in the marketplace by providing the skills necessary to understand and interpret big data and business analytics.

Certificate in Energy Commerce

Students completing this certificate will have the advantage of an understanding of the energy field as well as the benefit of several experiences such as an industry internship, field trips to a wide range of facilities and completion of an energy-related capstone project.

Certificate in Global Business Engagement

Partnering with the Center for Global Engagement, business students can hone their global business knowledge, experiences and relational acumen to gain skills for the ever-changing complex world of global business.