

# BUSINESS MAJOR OPTIONS

The University of Texas at Arlington  
College of Business is accredited by AACSB  
International, true of only 5 percent of all  
business schools worldwide.



## ACCOUNTING

Modern accounting education is complex and often misunderstood. It is not about mundane bookkeeping. To study accounting is to study information systems and controls, financial reporting, analysis, taxation, decision-making, technology management, and business strategy. Accounting majors may choose to become a partner in an international accounting firm, the owner of a CPA practice, a corporate controller, or chief financial officer. UTA Accounting students perform exceptionally well on the Uniform CPA Exam, typically achieving among the highest results in the state.

Accountants are becoming increasingly specialized. Primary areas of specialization are: auditing, tax, accounting systems, cost accounting, budget and forecast accounting, forensic accounting, and also managerial, public, or general accounting. They may also specialize by industry.

There are many critical skills necessary for accounting student success: analytical reasoning, communication skills, organization, attention to detail, orderliness, the ability to handle pressure associated with deadlines, decision making skills, and computer skills.

## BUSINESS ANALYTICS

Business analytics is a relatively new and fast growing field that involves the application of statistical methods, artificial intelligence, and machine learning techniques to guide a company's decisions and strategies. The full range of business decisions can be impacted, specifically marketing, human resources, finance, and operations. The program balances technical and business concepts by including the broad range of business disciplines and specialized knowledge of business analytics and its skill set. Strong mathematical and problem solving skills, and an aptitude to work with computers and data are critical for success.

Analytics professionals are typically effective communicators with strong writing skills, critical thinking skills, and are eager to investigate and uncover why and how. Some soft skills necessary for success are being a team player, a relationship builder, and a self manager.

## ECONOMICS

The discipline of economics is about human and firm behavior and how this behavior responds to incentives. Economists study how and why decisions are made in light of scarce resources. These resources include time, money, natural resources, workers, and technology. Economics is the premier field for answering questions with data and learning to forecast trends. The topics that economists study are vast, ranging from trends in interest rates to discrimination in the workplace to household decision-making. The main career paths are government, consulting, marketing, human resources, banking, finance, or investment. Economists may work as any type of analyst, including data analyst, actuarial analyst, credit analyst, and financial analyst.

Employers value the problem solving skills and critical writing skills students develop in the economics curriculum. Good economists have a math aptitude, are curious, independent thinkers, have strong written and verbal skills, and ability to understand complex systems.

## ENTREPRENEURSHIP

Entrepreneurship is crucial in driving innovation, creating jobs, and promoting social change. It involves the discovery, evaluation, and use of opportunities to introduce new goods and services, ways of organizing enterprises, markets, and administrative or technological processes. An entrepreneurship degree is more than how to start a new business entity; it trains individuals to manage innovation and create new strategic business units within existing organizations or launch a brand new for-profit, nonprofit, or governmental enterprise.

Critical entrepreneurial skills include human, technical, and conceptual skills, specifically communication, creativity, resource management, collaboration, and negotiation. Entrepreneurs typically have high energy and are willing to take a measured risk.

## FINANCE

The discipline of finance draws upon concepts from economics, statistics, and mathematics to help managers make sound financial decisions. In corporate finance, these decisions involve the capital investment and financing activities of business. In investments, decisions involve portfolio investment activities of individuals and institutions like mutual funds, investment banking firms, and pension funds. In financial institutions, these decisions involve the management and operation of financial institutions like commercial banks, finance companies, and insurance companies. Finally, in the area of real estate, these decisions revolve around real estate development and financing. Other career options are in the areas of international finance and financial journalism. Study in finance and real estate is also excellent preparation for a career in law.

Many finance career areas have professional certification programs that are important and are a plus in the job market. In selecting a job, give consideration to the training program and the professional development opportunities to allow for certification. Characteristics of personal integrity, accuracy, ability to analyze and make intelligent decisions, math aptitude, working under pressure, and the ability to handle heavy responsibility are necessary for success.

## HUMAN RESOURCE MANAGEMENT

This specialized area of management focuses on selection, training, development, servicing, evaluation, and compensation of employees. This field is for individuals interested in helping businesses reach their goals and helping employees reach their potential. HR managers work in the private and public sectors, and in every industry. They may choose to develop themselves as a generalist having responsibilities that cover the full range of HR areas or as a specialist. Specialized areas include:

- Recruitment and Placement
- Training and Career Development
- Wage and Salary Administration
- Benefits
- Industrial/Labor Relations

There is a professional certification program through the Society for Human Resource Management (SHRM), [www.shrm.org](http://www.shrm.org). Requirements to sit for the certification exam include a combination of education and HR work experience.

Human Resource professionals are organized and have strong ethics. They are characterized by maturity, persuasiveness, leadership, and good judgment. They possess the ability to deal with pressure and sensitive situations calmly and must be good communicators with diverse types of people.

## INFORMATION SYSTEMS

Information Systems focuses on the use of computers and information technology to address business needs. The course work is designed to provide the right mix of technology and business skills. Students learn about computer hardware, software, databases, and analysis/design; and are exposed to various business disciplines, such as marketing, finance, and management. As businesses continue to rely on computers and information technologies to run their operations, the demand for information systems professionals continues to rise. Companies worldwide aggressively recruit graduates as business systems analysts, programmer/analysts, IT project managers, network specialists or administrators, cyber security specialists, database managers and consultants.

A passion for learning new technologies and solving business problems is important. People skills are critical as information systems professionals work in teams and interact with employees from various business units. Strong communication skills, attention to detail, time management, and the ability to work with people from diverse backgrounds are key success factors in this profession.

## INTERNATIONAL BUSINESS

Political and economic changes continue to place demands on businesses worldwide. The increasingly complex international environment requires that successful managers understand not only how business works domestically but also how it works on a global scale. UTA has possibly the only business degree program in the country that offers dual concentrations in international business and foreign language. Students can anticipate using this degree to obtain jobs in a wide variety of areas, often with the opportunity for extensive travel and perhaps living abroad.

The degree offers language concentrations in Chinese, French, German, Korean, Russian, or Spanish. In addition to the 26-32 hours in a foreign language, students gain a solid foundation in business course work including international exposure in business law, economics, finance, management, and marketing. Students are encouraged to participate in a study abroad program to enhance their experience and studies at UTA.

Some essential skills for the international professional include cross culture competence, adaptability, multicultural awareness, an adventurous spirit, strong interpersonal and language skills, a willingness to take risks, and being a perpetual student of the domestic and foreign environment.

## MANAGEMENT

The work of today's managers is complex. Managers are not only concerned with employees and customers but also social, political, economic, and technological issues in the business environment.

There are many tasks that a manager must perform, but the primary role of a manager is as a *decision-maker*. Professional managers generally perform these three basic functions when making decisions:

- Planning - establishing goals and objectives and development of long and short term strategies to attain them;
- Implementation - staffing, organizing, directing and coordinating company resources to successfully institute strategies;
- Controlling - means of obtaining feedback to management about how well objectives are being met.

While all managers involve themselves in these three tasks, upper or top level managers throughout the functional areas of a company focus on strategic planning and policymaking. Middle level managers, department heads, and project or team leaders are primarily involved in implementing the policies and strategies of top management.

Opportunities and compensation varies dramatically for managers because there are so many different types and levels of management, sizes of companies, and variations across sectors and industries. The need for driven and innovative managers is growing in today's competitive business environment.

Good managers demonstrate strong leadership, have an analytical mind, can communicate clearly and persuasively, are self confident, motivated, decisive, determined, and exercise good judgment.

UTA's BBA in Management has optional tracks: General Management and International Management.

## MARKETING

Marketing is a very broad field of study that examines the conception, pricing, promotion, and distribution of ideas, goods and services. As the cornerstone of commerce, the discipline of marketing provides students with career opportunities in professional selling, marketing research, advertising, public relations, purchasing, distribution management, product development, retailing and wholesaling, international marketing, and product management. Ever increasing worldwide competition, expanding global markets, and accelerating technological advancements provide exciting business challenges and demand organizations to place greater emphasis on effective marketing as a means of achieving their goals.

Good marketing people are superior communicators, team players, and relationship builders with creative and problem solving skills. They are analytical thinkers who are at ease with math and statistics. Additionally, a sales career requires time management, initiative, persistence and a positive attitude.

## OPERATIONS AND SUPPLY CHAIN

The study of Operations and Supply Chain Management focuses on understanding the many necessary decisions directly related to the production of goods or delivery of services. These include strategic decisions, as well as routine decisions in both manufacturing and service organizations. Possible career choices include: Production Analyst, Purchasing Planner/Buyer, Production Supervisor, Quality Specialist, Inventory Analyst, and Production Scheduler/Controller.

A successful operations analyst will be able to think logically, be creative, formulate problems, find available resources, recognize restrictions, and effectively communicate mathematical results to others. Those involved in purchasing and inventory decisions will spend millions of dollars every year for their company. They must have high ethical standards, a strong self-image, and good communication skills.

## REAL ESTATE

The real estate industry is a field that provides great opportunity for an outstanding salesperson. However, it is also a field that has a variety of career options. These include real estate appraisal, property management, real estate development, real estate securities and syndication, and mortgage financing. Aspiring to a position beyond a residential real estate agent or broker necessitates a bachelors degree with specialized real estate and finance courses. Study in the areas of finance and real estate is also excellent preparation for a career in real estate law.

Licensing and certification are important and often required in various career areas of real estate. Contact the National Association of Realtors and its affiliates for certification information, [www.nar.realtor](http://www.nar.realtor). The key certifications include: Certified Commercial Manager (CPM), Certified Real Estate Brokerage Manager (CRB), Certified Residential Specialist (CRS), and Residential Accredited Appraiser (RAA), Accredited Commercial Manager (ACoM), Accredited Land Consultant (ALC).