

College: SBA
Department: Accounting Option
Degree: B.A., B.S.

Introduction

The undergraduate program in business administration adheres to the principle that in a free society the business enterprise must be responsibly and efficiently managed. The undergraduate degree program includes both business and nonbusiness courses. The mission of the undergraduate program is to provide students with a broad understanding of business and to equip them with the dynamic skills required to work successfully in a complex and changing global environment. Special emphasis options are available within the business administration major and are designed to prepare students for positions in accounting, advertising, finance, human resource management, management & leadership, marketing, real estate, and