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
supply and logistics management. The advertising minor for graphic design and/or communications
majors, business minor, food industry management certificate, and international business studies
certificate are also available. The School of Business also offers study abroad opportunities at the
undergraduate and graduate levels.

Accounting
Objective: to enable students to acquire the necessary technical and professional skills for successful
careers in public, management, or governmental accounting.

Undergraduate Program Learning Outcomes
01 Graduates of the baccalaureate program approach problems systematically and use appropriate
decision making tools.
02 Graduates of the baccalaureate program consider long term consequences of business decisions.
03 Graduates of the baccalaureate program recognize that impacts on social and environmental
sustainability must be considered to fully understand business practices.
04 Graduates of the baccalaureate program develop the ability to make appropriate use of business
concepts in practical application.
05 Graduates of the baccalaureate program communicate effectively.
06 Graduates of the baccalaureate program are competent in the use of the technical tools of analysis.