

# DEPARTMENT OF BUSINESS

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The five major fields (business economics, finance, management and human resources, marketing, and operations and supply chain management) within the department lead to the B.S.Bus. degree. These programs provide a solid foundation in the liberal arts, a broad professional preparation in business, and in-depth course work in a major field. They are designed to prepare the student to excel in a competitive market environment. There is also a B.A. or B.S. degree available in economics. The department offers minors in business, business analytics, economics, international business, marketing, and sales management. In addition, the department offers three certificates: one in entrepreneurship, one in small business management, and one in trading and capital management.

The Business Economics major prepares students for careers as economic forecasters, bankers, stockbrokers, labor or marketing analysts, lobbyists, or regional development specialists. The department offers three undergraduate economics degree programs: one in the College of Business and Economics (CBE) and two in the College of Letters, Arts, and Social Sciences (CLASS). The essential difference among these programs is that those in the College of Letters, Arts, and Social Sciences require fewer business courses and allow more electives. The less structured programs in this college are in the liberal arts tradition. A minor in economics is also offered through CLASS. Another minor in international policy economy is offered jointly through CLASS and CBE.

The PGA Golf Management Option prepares students for a successful career in the golf industry. Accredited by the Professional Golfers Association (PGA), it is the only PGA accredited golf management program in the northwest and one of only 18 in the country. PGA golf management is an option for any of the business majors noted above.

The finance degree prepares students for careers in commercial lending, security analysis, trading, portfolio management, and corporate finance.

The Management and Human Resources major prepares students for opportunities in the areas of management and personnel administration. The Management emphasis has a macro focus oriented toward a more general managerial focus. The Human Resources Management emphasis is directed toward those individuals preparing for careers in personnel administration, recruitment and selection, training, compensation and benefits, and labor relations. The Entrepreneurship and Small Business Management emphasis focuses on how to successfully operate a small business.

The Marketing major prepares students for opportunities in a broad range of areas including management of retail and wholesale distribution, advertising, market research, services marketing, and product management. Marketing has five emphases: General Marketing, Marketing Analytics, Entrepreneurship, Sales Management, and PGA Golf Management.

The Operations and Supply Chain Management major prepares students for management positions in operations planning and control, process management, project management, quality management, and/or purchasing.

The Business Minor is designed for students outside of the CBE who desire exposure to the field of business. The minor covers the primary

fields in business and provides a background in business as a basis for further graduate work. Also, the minor complements the student's academic major and future professional career.

The Business Analytics Minor prepares students to explore the large datasets all organizations now have to help create effective business decisions.

## Majors

- Business Administration (B.B.A.) (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/business-administration/>)
- Business Economics (B.S.Bus.) (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/business-economics-bsbus/>)
- Business Management (B.S.Bus.) (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/business-management-bsbus/>)
- Economics (B.A. or B.S.) (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/economics-ba-bs/>)
- Finance (B.S.Bus.) (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/finance-bsbus/>)
- Marketing (B.S.Bus.) (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/marketing-bsbus/>)
- Operations and Supply Chain Management (B.S.Bus.) (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/operations-management-bsbus/>)

## Minors

- Business Minor (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/business-minor/>)
- Business Analytics Minor (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/business-analytics-minor/>)
- Economics Minor (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/economics-minor/>)
- Entrepreneurship Minor (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/entrepreneurship-minor/>)
- Marketing Minor (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/marketing-minor/>)
- Sales Management Minor (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/sales-management-minor/>)

## Certificates

- Applied Finance Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/applied-finance-academic-certificate/>)
- Business Leadership Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/business-leadership-undergraduate-academic-certificate/>)
- Corporate Social Responsibility in Business Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/corporate-social-responsibility-in-business-undergraduate-academic-certificate/>)
- Economics of Public Policy Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business->)

economics/business/economics-of-public-policy-undergraduate-academic-certificate/)

- Entrepreneurship Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/entrepreneurship-undergraduate-academic-certificate/>)
- International Economics Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/international-economics-undergraduate-academic-certificate/>)
- Investment Management and Analysis Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/investment-management-analysis-undergraduate-academic-certificate/>)
- Marketing Analytics Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/marketing-analytics-undergraduate-academic-certificate/>)
- People Management Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/people-management-undergraduate-academic-certificate/>)
- Promotions and Digital Marketing Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/promotions-and-digital-marketing-undergraduate-academic-certificate/>)
- Sales Management Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/sales-management-undergraduate-academic-certificate/>)
- Small Business Management Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/small-business-management-certificate/>)
- Trading and Capital Management Undergraduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/trading-capital-management-undergraduate-academic-certificate/>)

## Business Graduate Program

- Concurrent J.D./M.B.A. (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/jd-mba/>)
- General Management (M.B.A.) (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/general-management-mba/>)

## Certificate

- Foundations of Business Management Graduate Academic Certificate (<https://catalog.uidaho.edu/colleges-related-units/business-economics/business/foundations-business-management-graduate-academic-certificate/>)