DEPARTMENT OF BUSINESS

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The six major fields (business economics, finance, management information systems, management and human resources, marketing, and operations 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. The department offers minors in business, business analytics, marketing, and in international business. In addition, the department offers a certificate in entrepreneurship.

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 business major.

The finance major prepares students for careers in commercial lending, security analysis, trading, portfolio management, and corporate finance. The management information systems major prepares students in the areas of systems analysis and development, data base management, networking, app-development, and data communications.

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 four emphases: General Marketing, Marketing Analytics, Entrepreneurship, and PGA Golf Management.

The operations management major prepares students for management positions in operations planning and control, process management, project management, quality management and purchasing.

The business minor is designed for students outside of the CBE who desire an exposure to the field of business. The minor covers the primary fields in business, provides a background in business as a basis for further graduate work, and complements the student’s academic major and future professional career.

The international business minor, open only to students with a major in the College of Business and Economics, complements each of the majors in the college, and prepares students to extend their disciplinary mastery to the global economy.

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

**Majors**
- 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 Management (B.S.Bus.) (https://catalog.uidaho.edu/colleges-related-units/business-economics/business/operations-management-bsbus)

**Minors**
- Marketing Minor (https://catalog.uidaho.edu/colleges-related-units/business-economics/business/marketing-minor)

**Certificates**
Business Graduate Program

• Executive MBA (https://catalog.uidaho.edu/colleges-related-units/business-economics/business/general-management-mba)