



FLORIDA STATE UNIVERSITY

The COLLEGE of BUSINESS

UNDERGRADUATE MAJORS

As a business student you will gain a broad understanding of the private enterprise system along with a thorough working knowledge of your chosen field in business. If you enjoy dealing with a combination of people, products, and profits, you should consider a career in business. In business today, it is equally important to be creative and to work within a system. It is essential to communicate effectively and to analyze problem situations successfully. The business curriculum at Florida State will provide you these skills. You will have the opportunity to participate in student organizations and extracurricular activities that will develop your leadership capabilities. You will work in teams and have access to the latest technology to prepare you for your business career. In addition to gaining general business knowledge, you will concentrate your studies in one of twelve major areas.

ACCOUNTING: Accounting majors learn basic business concepts, accounting principles and practices, income tax regulations, and the procedures for conducting an independent audit. You will also learn about the flow of information within an organization and the external reporting requirements for business enterprises. Accounting graduates work for public accounting firms, major corporations, small businesses, banks, government agencies, and not-for-profit organizations. FSU accounting graduates rank among the nation's best in passing the Certified Public Accountants Examination.

ENTREPRENEURSHIP: The entrepreneurship major is designed for students who want to start their own business, are involved in a family business, or would eventually like to run their own business. Entrepreneurship is about taking risks, developing a business plan, securing financing, and managing growth. The entrepreneurship major at Florida State is coordinated through the Jim Moran Institute for Global Entrepreneurship (JMI), which provides advice and counsel to entrepreneurs throughout the Southeast. Students have the opportunity to interact with and gain experience from successful entrepreneurs through JMI.

FINANCE: Finance is one of the basic functions in our economic system. Every organization is concerned with obtaining and managing its financial resources efficiently and effectively. Finance majors study corporate finance, investments, banking, and international financial systems. As a finance graduate, you may work in financial management, banking, securities and portfolio management, or financial planning/consulting.

HOSPITALITY ADMINISTRATION: Hospitality Administration majors are interested in the hospitality and tourism industries. The nationally ranked Dedman School of Hospitality occupies one of the country's best teaching facilities. You will be prepared to enter management positions in restaurants, hotels, clubs, and resorts. You will learn food service and lodging with a focus on customer service.

HUMAN RESOURCE MANAGEMENT: Human resource management (HRM) majors focus on managing an organization's human resources, people. You will study issues such as compensation, training, staffing, and employee benefits. HRM graduates are prepared for positions in the human resource departments of large organizations in industry and government.

MANAGEMENT: Managers lead and motivate their employees in an attempt to better position their companies in local and global markets. Management majors take courses in areas like leadership, motivation, cross-cultural management, social responsibility and ethics, and competitive strategy. You will be prepared for managerial positions in almost any size and type of organization.

MANAGEMENT INFORMATION SYSTEMS: Combining knowledge of computer programming, hardware, and software applications, management information systems (MIS) majors learn to design and implement information systems that will support and improve the decision making within an organization. Large corporations, small businesses, consulting firms, and governmental agencies employ MIS graduates.

MARKETING: Marketing in today's economy involves product development, promotion, pricing, and distribution of items to satisfy the needs and desires of customers. As a marketing major at FSU, you will study topics including marketing strategy, consumer behavior, and market research techniques. Marketing graduates are employed by a wide variety of organizations from consumer products companies, to major retailers, to sports and entertainment firms.

MULTINATIONAL/INTERNATIONAL BUSINESS: In the global economy, it is increasingly important to understand the international dimensions of business. Multinational/international business majors examine the difficulties of doing business in other countries, from understanding other cultures to navigating governmental regulations.

PROFESSIONAL GOLF MANAGEMENT: The Dedman School of Hospitality also offers a major in Professional Golf Management (PGM), which is accredited by the Professional Golfers Association (PGA). The PGM major is designed for excellent golfers who want to prepare for a career as a PGA Professional at a country club or golf resort. In addition to the academic curriculum, PGM majors must complete a playing ability test, numerous PGA sponsored workshops, and 16 months of internships.

REAL ESTATE: The real estate program provides students with a foundation to successfully enter a variety of real estate and real estate-related professions. As a real estate major, you will study the principles of real estate finance, valuation, law, market analysis, feasibility, and investment. Graduates of the program are prepared to work in areas such as mortgage banking, loan underwriting, appraisal, brokerage, leasing, development, asset management, corporate real estate and property management.

RISK MANAGEMENT/INSURANCE: As a risk management/insurance major, you will study the effects of risk and uncertainty on individuals, businesses, and society. You will learn to analyze risk and determine the alternatives available to manage uncertainty. Risk management/insurance graduates are prepared for employment in all aspects of the industry. Excellent career opportunities exist in underwriting, loss control, claims, product marketing (including agency and brokerage) and risk management for non-insurance corporations.

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