

Guide to Majors and programs

Business Administration

If you want to plan, develop, produce, promote, market, manage and deliver a range of goods and services to meet the needs of individuals and organizations, then a business administration major is right for you.

The College of Business Administration is fully accredited at both the undergraduate and graduate level by the Association to Advance Collegiate Schools of Business. Our accounting program is separately accredited by the same agency. We are in the top 10 percent of business schools in the U.S. to be accredited by AACSB.

Employment

Our graduates find employment with government agencies, nonprofit organizations, and public and private businesses. They work in banking, trading, advertising, accounting, management, manufacturing and more. Some graduates also work in family businesses, while others start their own. More than 90 percent of graduates find jobs within three months of graduation or seek further education.

Curriculum

Our curriculum prepares you to be successful in a globally diverse, technology-driven business world. In addition to gaining broad business knowledge, students can focus in one or more of our six majors: accounting, entrepreneurship, finance, management, management information systems and marketing. Dual majors are available.

We also offer two certificate programs in international business and integrated investment management for further specialization.

The business curriculum is designed to provide both breadth and depth throughout the student's educational experience. Students will begin taking business courses during the freshmen year, along with foundation courses like written and oral communication, math and economics, and general education courses that encourage personal growth in areas such as cultural development and understanding of the natural and physical world. Most students will take at least one course in each of the core areas of business (accounting, finance,

management and marketing) before pursuing the required major field courses in their chosen major.

To encourage breadth and depth later in the student's career, all business students will be required to complete a 9-credit hour thematic sequence in an area of professional and/or personal interest outside the college. Students who pursue a minor or second major outside the College of Business Administration may use this course work to complete their thematic sequence requirement.

Accounting

Accountants are typically employed in public accounting, private industry, governmental accounting or management consulting, with specialization possible within these areas.

Accounting is no longer the stereotypical crunching of numbers. Computers have eliminated much of the recording aspect of the accountant's job. Today one of the major roles in accounting is communicating financial information to management, investors and others who see performance reports.

Our accounting program focuses on developing communication skills and teamwork and on solving abstract, unstructured problems. We also educate our students about the complex social, legal and economic environment in which businesses operate.

Accounting careers

- An independent auditor examines and verifies an organization's financial statements and reporting.
- A tax accountant specializes in one or several aspects of federal, state and local taxes and their effect on a business as well as individuals.
- An internal auditor works within an organization making sure various departments are conforming to company rules and standards.
- A managerial accountant is responsible for financial reports, budgets and forecasts.
- Forensic accounting/fraud accounting are specializations within accounting concerned with the detection, investigation and prevention of fraud.

Entrepreneurship

Entrepreneurship powers the American and global economy and is focused on opportunity recognition, creativity and innovation, and new venture creation. K-State entrepreneurship students will develop the necessary skills to make innovative ideas a reality, specifically by:

- Developing an understanding of the entrepreneurial process — from idea generation to the implementation of the new business or social venture.
- Gaining the ability to identify, research and analyze potential markets that would enhance value and profitability.
- Developing an understanding of the concept of risk and how its effect on new ventures can be minimized.
- Demonstrating the capacity to identify and acquire the resources needed for the creation and implementation of a new venture.

An entrepreneurship major will prepare students for traditional entrepreneurship, franchising, family business, social entrepreneurship and corporate entrepreneurship.

Finance

Finance deals with the management of money. It is both an industry in itself, as evidenced by stock exchanges and financial institutions, and an integral part of other businesses. Money — and finance — is an integral part of all decisions made by individuals and businesses. As a finance major, you will learn the principles, concepts and tools essential for making sound financial decisions.

Finance majors can choose from three options: financial management, controllership and financial services. Our program allows you to develop a broad understanding of business management and effective communication skills, along with a sound background in accounting, economic theory and quantitative techniques.

Finance careers

- Financial managers include the controller and treasurer who are responsible for accounting, budgeting, cash and credit planning, and other financial matters within an organization.
- Commercial bankers are involved in bank operations such as savings, lending and investing.
- Investment banking and the securities industry involve trading, financial underwriting, investment analysis, brokerage and various support functions.
- Financial advisors work for individuals and regulators.
- Insurance companies and management consulting firms both employ finance graduates in advisory roles to the public and industries.

Management

All forms of activity in an organization involve some form of management of employees, operations, raw materials and information.

Managers must be outgoing, creative people who have the ability to motivate and guide dozens of individuals in the same overall direction for the good of the firm. Managers are the leaders who set goals, map plans for the department and oversee the entire work effort of employees. The management curriculum offers areas of emphasis in human resource management, operations management and general management.

Management careers

- Human resource management consists mainly of working with people, hiring and training new employees, serving as a liaison between management and workers, and helping to settle grievances and internal problems.
- Operations management deals with the direct management of resources such as people, processes, plants, parts and planning in manufacturing and service operations.
- Other careers include entrepreneur, labor relations management, purchasing, training and other administrative positions.

Management information systems

The management information systems major provides students with a unique combination of managerial skills and technical knowledge in programming and computer systems integration, data access and information management. The function of the IS professional is to provide managers with the decision support and communication system expertise they need.

Marketing

Marketing is everything that occurs in the development and sale of goods and services, including research, production and promotion. It is the exchange that takes place between consumers and suppliers and involves having the right product, at the right price, at the right place, and at the right time, all while making the consumer aware of the product.

Marketing careers

- Professional selling is perhaps the most well-known marketing function and involves the experience of selling directly to the customer in a variety of settings.
- Advertising requires a flair for creativity and entails writing ads; creating ad campaigns; or writing, directing and filming radio or TV commercials.
- Retailing is the marketing of a product in a store. This involves the store manager, sales person and merchandise buyers.
- Market research involves gathering necessary data, analyzing it carefully and developing recommendations for improving the business.

Certificate in international business

The CIB appeals to students seeking adventure, growth and international exposure that will not only enrich their college experience, but also enhance their personal and professional development.

Certificate in integrated investment management

The CIIM is for students interested in a career in the investment management industry. The curriculum is designed to provide you with the fundamentals of investment management and a broader business perspective of this industry. You will also have the opportunity to apply your discipline-specific knowledge to the management of the college's student investment portfolio.

For more information about finance, contact:

College of Business Administration
Kansas State University
107 Calvin Hall
Manhattan, KS 66506-0503
785-532-6180
Email: cbastusv@k-state.edu
www.cba.k-state.edu

For more information about Kansas State University, contact:

Office of Admissions
Kansas State University
119 Anderson Hall
Manhattan, KS 66506-0102
1-800-432-8270 (toll free) or
785-532-6250
Email: k-state@k-state.edu
www.k-state.edu/admissions

KANSAS STATE UNIVERSITY

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