

## Innovative, Quality Business Education for the Future

### Accreditation

The Business Program is accredited by AACSB International - The Association to Advance Collegiate Schools of Business and the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

### Programs of Study

You may earn a Bachelor of Science (BS) degree with a major in Accounting, Economics, Finance, Management (with concentrations in Human Resource Management, Information Management/E-Commerce, and Entrepreneurship), or Marketing; Bachelor of Arts in Economics; or a Master's degree in Business Administration (MBA) with concentrations in Accounting and General Business. Basic curricula provide technical knowledge, skills, and competencies to prepare you to succeed in your selected career.

## MAJORS

### Accounting

Accountants engage in a wide variety of activities beyond recording business transactions and preparing financial statements. Accountants are often called upon to audit, prepare tax returns, advise a company on how to increase its profitability, and determine how to set up and monitor internal controls to increase efficiency and lower the likelihood of white-collar crime. Accounting opens doors in every kind of business. You could work for a large, international accounting firm or a small, local accounting firm; a corporation or small business; a government agency or non-profit organization; or a college or university. An accounting degree also provides a solid foundation for starting your own practice or company. Accounting graduates may choose to complete many different professional designations to enhance their career. These include designations such as Certified Public Accountant, Certified Management Accountant, and Certified Internal Auditor.

### Economics

Economics is the study of human action, providing the tools necessary to think more clearly about complicated business problems, market activity, and contemporary social issues. By applying economic concepts to their understanding of the world, economics graduates have an important impact on the well-being of others (and the possibility of earning a good living). The economics major is considered the ideal training for graduate study in MBA programs, business management, or the study of law; as well as an excellent background for a variety of careers, including:

- Investment Banking and Financial Services
- International Business
- Media
- Teaching and Research
- Public Administration
- Entrepreneurial
- Law

### International Business Concentration

The school offers an International Business concentration within the BA in Economics.

### Finance

The primary objective of the Finance program is to offer a high quality education designed to prepare students for rewarding careers in both the private and public sectors of the competitive job market. The program provides instruction in financial concepts and knowledge that will serve as the foundation for both public policy and business decision-making activity. A Finance degree provides dedicated students the opportunity to gain the depth of knowledge and understanding of finance needed to be successful in their chosen career. Depending upon the student's career development goals, the Finance program may lead to employment in many different fields including:

- Financial Analyst
- Loan Officer
- Securities Broker
- Financial Consultant
- Bank Manager
- Real Estate and Insurance
- Risk Manager
- Financial Planner
- Cash and Credit Manager
- Project Finance Manager

### Management

Managers are responsible for making sure that business or government organizations successfully accomplish their goals. Effective managers do this through clear communications, problem solving, motivation, delegation, conflict resolution, and team building. All organizations in the business world include jobs that require management skills. Some areas where these skills are needed are:

- Quality Control
- Production
- Human Resources
- Shipping
- Warehouse Management
- Scheduling
- Product Development
- Training
- Employment Practices
- Collective Bargaining

### Human Resource Management Concentration

The school offers a concentration in Human Resource Management within the BS in Management.

### Information Management/E-Commerce Concentration

The school offers a concentration in Information Management/E-Commerce within the BS in Management.

### Entrepreneurship

The school offers a concentration in Entrepreneurship within the BS in Management.

### Marketing

Marketing is a dynamic, customer-oriented discipline. It is the process whereby customers are identified domestically and/or globally; products are designed and positioned in the market place; distribution systems, including traditional and emerging channels, are established; promotions via traditional and the ever-changing electronic media are developed; and pricing is determined. Students selecting Marketing as a major will be prepared to achieve success in this dynamic environment which includes:

- Logistics and Supply Chain Management
- Merchandising
- Sales Representatives
- Advertising Specialists
- Public Relations Specialists
- Purchasing Agents
- Marketing Research Analysts



## The Business Program of the School of Business and Industry

JSU is a multipurpose institution, located in northeast Alabama (between Birmingham and Atlanta). The university has an enrollment of approximately 9,504 students, including students from 48 states and 77 foreign countries. JSU has been acclaimed as “one of the best college values in the country” with its quality academic programs and affordable tuition.

The Business Program provides quality, innovative undergraduate management education for the future. Our educational programs prepare you for leadership roles in the dynamic, global environment of profit and nonprofit organizations.

The undergraduate program provides the basis for life-long development leading to the opportunity for enhanced careers, or for graduate study. We want to develop well-rounded students who are capable of making lasting contributions to society.

The primary interest of the school’s faculty is the education of its students. State-of-the-art teaching, real-world case studies, and computer technology and applications are incorporated into your classes. You will be mentored by a student-oriented faculty, dedicated to assisting you academically. Approximately 85 percent of the faculty have doctoral degrees in their respective areas of teaching responsibility.

Hugh D. Merrill Hall, with the adjoining Branscomb Wing, is the home of the Business Program. The building houses classrooms, faculty offices, two auditoriums, four computer labs and several collaborative classrooms.

### Internships

Opportunities are available for qualified seniors to participate in JSU’s internship and/or co-op program, where significant insight may be gained in current business practices and valuable contacts for future employment may be made.

### Job Placement

Career Services is a valuable resource. Individuals in this office will work with you in job placement as you prepare for your future after graduation.

### Transfer Students

We strongly suggest that students apply six to nine months prior to expected date of enrollment. Complete our application for admission and return it with a \$30 non-refundable application fee. An official transcript must be sent from each college you have attended. You will receive an evaluation of how your course work transfers to JSU.

### Make the Right Choice...Tour JSU!

Tour JSU and discover what JSU has to offer you. Guided tours are given by appointment, year-round, Monday through Friday. To schedule your visit, please call 1-800-231-5291, option 6, or (256) 782-5260.

### Call For More Information

Office of the Dean	256-782-5274
Office of the Associate Dean	256-782-5778
Office of the MBA Director	256-782-5778
Finance, Economics & Accounting	256-782-5776
Management & Marketing	256-782-5787
Student Support Services Coordinator	256-782-5774
Career Services	256-782-5482

Visit our web site:  
[www.jsu.edu/ccba](http://www.jsu.edu/ccba)



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JSU is an equal opportunity/affirmative action institution and does not discriminate based on age, religion, race, color, sex, veteran's status, national origin, or disability. Pursuant to Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990, Jai A. Ingraham, MPA, Chief Diversity Officer & Title IX Coordinator, 109 Bibb Graves Hall, phone (256) 782-8565 is the coordinator for Section 504/ADA.

Jacksonville State University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award bachelor's, master's, educational specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Jacksonville State University.



SCHOOL OF BUSINESS  
AND INDUSTRY  
JACKSONVILLE STATE UNIVERSITY

