College of Business
• Bachelor of Science- (BS)
• Bachelor of Arts- (BA)
• Bachelor of Science in Business Administration (BSBA)
• Master of Science in Business Administration (MBA)
Degrees, Majors, Minors, & Concentrations

Degree

Major

Concentration

Minor
Majors offered in CoB

• Bachelor of Science- (BS)
  – Communication
    • Digital Media
    • Journalism
    • Public Relations
    • Integrated Marketing Communication
  – Health Care Administration Management
    • Information System Management
    • Finance
    • Leadership
    • Long-term Care Management
    • Marketing and Sales Management
Hospitality, Event Management & Tourism
Information Systems
Safety Management
Sport Management
Majors offered in CoB

- Bachelor of Science in Business Administration (BSBA)
  - Accounting
  - Economics
  - Finance
  - Marketing
  - Management
  - (Business Undeclared)
What are you going to do with THAT major??

Nursing Home Administrator

Clinical Liaison

Pharma Executive

Accountant

Account Executive

Advertising Manager

Actuary

Medical Project Manager
Andrea Byrd
Accounting & Finance
SRU Success Story

Take Andrea’s Word for it
CAREER OPPORTUNITIES

• Integrated Marking
  Communication
• Public Relations
• Journalism
• Broadcasting

• Web Design
• Video Production
• Interactive Multimedia
• Digital Design
CAREER OPPORTUNITIES

- Visit Pittsburgh, PA
- Nemacolin Woodlands Resort & Spa, PA
- Fripp Island Golf & Beach Resort, SC
- Disney Swan & Dolphin Resort, FL
- Disney World, FL
- Sunriver Resort, OR
- The Boathouse, MA
- Atlantis Paradise Island Resort, Bahamas
- Celebrity Cruise Lines
CAREER OPPORTUNITIES

- Industrial Hygienist
- Safety and Health Compliance Officer
- Safety, Health, and Environmental Manager
- Risk Manager
- Safety Consultant
- Safety Engineer
CAREER OPPORTUNITIES

• Associate Athletic Director, FGCU
• Manager of Event Services, Charlotte Bobcats
• Assistant Director of Promotions, Colorado Rockies Baseball Club
• Event Operations Coordinator, PSSI Stadium Corp., Heinz Field
• Assistant Dir. of Compliance, Coastal Carolina
• Premium Sales Manager, PPG Paints Arena
CAREER OPPORTUNITIES

- Public Accounting
- Financial Analyst
- Human Resources
- Health Care Manager
- Consulting
- Executive Management
- International Management & Sales
- Commercial and Investment Banking
- Advertising
- Marketing Management
What’s the Deal with Minors?!

Communication
Marketing
Management
Information Systems
Sport Management
Human Resources

Business Administration
Health Care Admin. & Mgmt.
Economics
Finance
Sustainability Management

So Many Paths...

So Little Time!!
FRESHMEN ISSUES

- Acclimation
- Workload
- Time Management
- Schedule
- Internships / Experiences
- Parental involvement
FRESHMEN ISSUES

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FRESHMEN ISSUES

• Acclimation
• Workload
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• Schedule
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• #1 Problem?
Get Involved in your College!

- Alpha Kappa Psi
- Future Healthcare Leaders
- APICS
- Sport Management Alliance
- Finance and Economics Club
- Entrepreneurship Club
- Upsilon Pi Epsilon
- Computer Technology Club
- PRSSA
- Lambda Pi Eta
- The Rocket
- Zeta Phi Eta
- WSRU-TV
# Let’s Talk Numbers

## 2017 Annual Survey Graduate Statistics – COB

<table>
<thead>
<tr>
<th>Category</th>
<th>#</th>
<th>Pct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Graduates</td>
<td>546</td>
<td></td>
</tr>
<tr>
<td>No Response</td>
<td>158</td>
<td>29%</td>
</tr>
<tr>
<td>Respondents</td>
<td>388</td>
<td>71%</td>
</tr>
</tbody>
</table>

| Job of Choice                        | 280  | 72%  |
| Job of Choice (Part Time)            | 5    | 1%   |
| Other Job (Full Time)                | 56   | 14%  |
| Other Job (Part Time)                | 9    | 2%   |
| Continued Education                  | 28   | 7%   |
| Not Seeking a Job                    | 0    | 0%   |
| Other                                | 3    | 1%   |
| Job Seeking                          | 7    | 2%   |

Questions & Answers