



Choose a Future in Business

Find Your Fit

Because business affects our everyday life, careers in business are in high demand and often pay better than average. In our AACSB-accredited program, we prepare our students for a variety of industries including accounting, economics, finance, information systems, analysis, innovation, logistics, management, and marketing.

With 20 degrees and certificates for undergraduates and graduates, you're sure to find the right place in business to fit your interests.

Introduction to Business, also known as **BUAD 1300**, is the perfect class to help you find your fit in the College of Business. This course introduces freshmen to what business is, our degree options, our faculty, and the job opportunities for each major.

1600+ Students

70+ Faculty

**14 Undergraduate
Degrees**

3 Graduate Degrees

3 Certificates

8 Student Clubs

Learn by Experience

We combine our relevant curriculum with strategic business partnerships to provide hands-on learning experiences. The Biz@Bear residential college, student organizations, paid internships, guest speakers, service projects, and network events with potential employers are some of our many active learning opportunities.



Get Support & Mentorship

Our faculty fosters a supportive learning environment designed to allow students to experiment, create, grow, and contribute.

Our **Rising Stars Mentorship Program** matches willing students with fitting faculty mentors, and our **Academic Advisors** serve as guides for students throughout their college careers.

Make an Impact

The UCA College of Business has educated more than ten thousand business professionals who work across the state, nation, and world. As we equip our students with business knowledge and technical skills, we also promote communication, integrity, critical thinking, collaboration, and life-long learning.

Many of UCA's business alumni are successful, recognized leaders in their workplaces and communities because of their continued development, partnerships, and meaningful service.

Our graduates are equipped for bright futures with many opportunities not only to meet challenges in the changing business environment, but also to excel, innovate, and make an impact on the world around them.

What is required for a business degree?

Ways to get involved:

- Accounting Club
- Beta Alpha Psi
- Beta Gamma Sigma
- Business & Information Technology (BIT) Club
- Gamma Iota Sigma
- Human Resources Club
- Phi Beta Lambda

Once students choose a business major, our Academic Advisors guide students toward meeting the requirements to graduate.

UCA Core

Find interests, build your general education on many subjects, and learn life skills.

Business Core

Understand important business principles and gain a general business education.

Major

Declare a major, or main focus of study, to build expertise in a particular area of business.

Electives

Choose a minor focus of study or take other classes that benefit your intended career.

Which business degrees can I choose at UCA?

Undergraduate Programs

Accounting UCA.EDU/ACCOUNTING

- Accounting
- Technical Certificate in Accounting

Career Path Choices:

Public, Tax, or Non-profit Accountant, Auditor

Computer Information Systems & Analytics UCA.EDU/CISA

- Applied Data Analytics
- Computer Information Systems
- Cybersecurity Management
- Information Systems
- General Business
- Technical Certificate in Applied Data Analytics

Career Path Choices:

Network Administrator, Programmer, System Engineer, System Analyst, Software & Web Developer

Economics, Finance, and Insurance & Risk Management UCA.EDU/EFIRM

- Economics
- Finance
- Insurance & Risk Management

Career Path Choices:

Financial Analyst, Financial Planner, Economist, Investment Banker, Portfolio Manager, Underwriter, Insurance Agent or Adjuster, Lawyer

Marketing & Management

UCA.EDU/MARKETINGMANAGEMENT

- Human Resource Management
- Innovation & Entrepreneurship
- Logistics & Supply Chain Management
- Management
- Marketing

Career Path Choices:

Entrepreneur, Logistics or Operations Manager, Human Resources Manager, Communications Specialist, Marketing Specialist, Sales & Retail, Management

Graduate Programs

- Master of Business Administration (MBA) UCA.EDU/MBA
- Master of Accountancy UCA.EDU/ACCOUNTING
- Master of Science in Data Analytics UCA.EDU/CISA



BUSINESS@UCA.EDU





Experiences Outside the Classroom Help Students Find Success in Their Careers

While College of Business faculty members deliver relevant curriculum in the classroom, the College also facilitates opportunities and partnerships outside the classroom that help students network with industry experts and gain practical, hands-on experience.

- Live and learn with fellow business majors in the Biz@Bear Residential College.
- Join award-winning student organizations.
- Put your learning into practice with service learning and internships.
- Connect with industry leaders through guest speakers, special events, and mentorship programs.
- Study abroad with faculty.

Employers are looking for leaders with knowledge, technical skills, and experience. Our most successful students study hard, take advantage of these opportunities, and commit their lives to life-long learning.

Internships

DAISY MARTINEZ CARRANZA

Why did you choose a business major?

“I’ve always been curious as to why people make the choices they make, why they buy something over something else, or what’s appealing to the eye when it comes to making a purchase. These questions, business influences in my family, and my creative capabilities drew me toward a career in marketing, which fits me like a glove.”

What has been helpful to you in the College of Business?

“I was able to create connections and apply for several internships through the different networking events with employers on campus. I had an internship this summer that completely shaped how I want to pursue my career. Internships are so crucial to create those connections and hands-on experience. I’m thankful for all of these opportunities!”



Student Organizations



DEVIN GILBERT

Why did you choose a business major?

“I saw family members create and run businesses and was instantly hooked. As someone who played sports growing up, I especially liked how they were able to work with teams of people and accomplish common goals. I found that I had specific interests in how the financial aspects of companies worked.”

What has been helpful to you in the College of Business?

“One of the best resources for me during my college career has been getting involved in student organizations. They line up guest speakers that teach us about the many different industries we could start working in and create events that help us network with potential employers. They also teach us about the process of securing a job such as resumes and interviews.

I got involved with a student organization sponsored by the accounting department, and that led to internships. Those internships then led to a full-time job offer a year and a half before my graduation date.”

Study Abroad

KELLY DELUCA, class of 2019

Why did you choose a career in business?

“When I started my time at UCA, I was on a pre-med path, and most of my classes were focused on math and science. I had the option to take an introductory economics class my sophomore year. I actually did really well in the class and became fascinated with markets, incentives, and theories that help shape our everyday life. I was persuaded by that professor to pursue a few more business classes, and soon after I shifted my sole focus to obtaining a business degree. I wouldn't hesitate to make that decision again!”

What college experience did you have that has helped your career?

“My economics degree had a heavy emphasis on international trade. Given my current role, a huge part of my time is spent working internationally with clients and partners. What I learned from my time studying in Europe through UCA's study abroad program has helped me succeed and add value to this part of our business.”

