



This is an exciting time to be a Roadrunner as UTSA's top-tier academic programs are gaining global recognition. As an emerging Tier One research university, UTSA is a place where opportunities live and dreams are realized. Make the right choice for your career and future, and become a UTSA business major.

All students interested in business at UTSA begin as pre-business students. Pre-business students will be evaluated through a competitive process after satisfactory completion of specific coursework and business hours. Once students are admitted to the College of Business they may declare a business major.

Beginning in Fall 2017, students will be able to complete any of several business majors like management, marketing, and finance while earning one of six business competencies along the way. A supporting business competency is a multidisciplinary collection of elective courses, which together provide the student with an opportunity to pursue a specialized market-based skill. Valuable business competencies include analytics, entrepreneurship, international business, leading change, modeling and risk management.

BUSINESS MAJORS for 2017-2018

ACCOUNTING prepares students for careers as professional accountants in industry, public accounting, the public sector and taxation. Accountants are trained to measure and communicate financial information to decision-makers such as investors, business managers, government entities and others. Accounting students who intend to take the C.P.A. examination should refer to the [Texas State Board of Public Accountancy](#) for exam requirements. Students may also pursue a **Five –Year (150-Hour) Professional Accounting Program**.

ACTUARIAL SCIENCE provides the foundation for improving financial decision-making by developing models to evaluate the current financial implications of uncertain future events. Actuaries have been called financial architects and social mathematicians because of their combination of analytical and business skills; they are the mathematical experts of the insurance and employee benefits industry.

CYBER SECURITY provides a training ground for needed information assurance professionals. Students will learn to protect and defend information and information systems by ensuring their availability, integrity, authentication and confidentiality. The program has been named a Center of Academic Excellence in Information Assurance Education by the National Security Agency.

ECONOMICS studies how people and the organizations they create interact with natural resources and technology to determine how much and what kinds of goods and services will be produced; how resources will be combined to make the output; and how the output will be distributed among people and across time. This degree includes course work oriented toward a broad background in business. Students may also pursue a Bachelor of Arts degree in Economics.

FINANCE provides a forum for students to study the basic and applied theories of finance, and to apply the skills and techniques needed in managerial financial decision making. Finance covers raising capital

for and allocating capital to various corporate activities. Sub-specializations in finance include corporate finance, investments, banking, insurance, real estate, financial institutions and markets. Another resource for jobs in finance is through the Financial Management Association site: www.fma.org.

INFORMATION SYSTEMS provides the foundation to apply an information resources perspective to all aspects of the organization. It applies basic information technologies in a business organization, including computer hardware and software analysis, design and telecommunications to business issues such as information flow, decision making, organizational design, strategic planning and new product development.

MANAGEMENT exposes students to the leadership and administrative tasks involved in transforming complex organizations in rapidly changing environments. Management majors learn to think strategically, to develop a comprehensive view of organizations, and learn to act tactically to direct people, promote effective communication and oversee many different kinds of processes.



HUMAN RESOURCE TRACK is the study of policies and practices that emphasize the contribution of people to organizational success. Human resources is a management specialty in which students acquire expertise in hiring, training and compensating a workforce; understand the role of people in creating competitive advantage; and recognize the contribution human resource managers make to a variety of organization activities. Human resource proficiency requires knowledge of human behavior, employment law and labor relations as well as a thorough understanding of organizational functions.

MANAGEMENT SCIENCE supports and supplements decision-making abilities. It uses computers, mathematics and statistics to aid in analyzing, understanding, visualizing, interpreting and forecasting data. It seeks to provide a rational basis for decision analysis across a broad spectrum of contemporary business problems.

MARKETING helps develop and supplement knowledge and skills for marketplace strategy and decision making through the perspective of both macro and micro levels of marketing. The program stresses the knowledge and skills necessary to effectively analyze, understand, evaluate, interpret, communicate and manage the complex market- directed activities of organizations.



SPORT, EVENT, AND TOURISM TRACK provides students with background in sport, event, and tourism management with an option to specialize in any one area. This prepares students for careers in amateur athletics, facilities management, health and fitness, professional sports, sports media; marketing and management in nonprofit organizations, meeting facilities, trade associations, and corporations; destination management and marketing organizations, hospitality firms, and attractions.

REAL ESTATE FINANCE AND DEVELOPMENT is designed for students interested in managing businesses associated with real estate and the planning, financing, developing and construction of building projects. Graduates will be able to explore career opportunities in areas such as financial analysis, market analysis, mortgage banking and real estate finance, real estate development and real estate investment. Students have the opportunity to minor in either building development or finance.

STATISTICS is a science that deals with principles and procedures for obtaining and processing information in order to make decisions in the face of uncertainty. In particular, it deals with collection, organization, analysis, and interpretation of numerical information to answer questions in almost every aspect of modern day life. Statistical methods are used to address complex questions common in business, government, and science.

BUSINESS COMPETENCIES 2017-2018 Catalog

Students admitted to the College of Business will have the opportunity to include a supporting business competency. A supporting business competency is a multidisciplinary collection of elective courses which together provide the student with an opportunity to pursue a specialized market-based skill. Supporting business competencies will not appear as a credential on student transcripts.

We believe this combination of a major plus a supporting business competency will open doors to you as you reach the job market after graduation. The College of Business currently offers the following six supporting business competencies:

Analytics (9 semester credit hours) – Students who complete the Analytics competency will prepare to properly collect, process and analyze data; to generate and interpret results, and to draw and communicate informed conclusions in order to support business and economic decision making.

Entrepreneurship (9 semester credit hours) – Students who complete the Entrepreneurship competency will prepare to participate in the creation, launch and management of new business ventures.

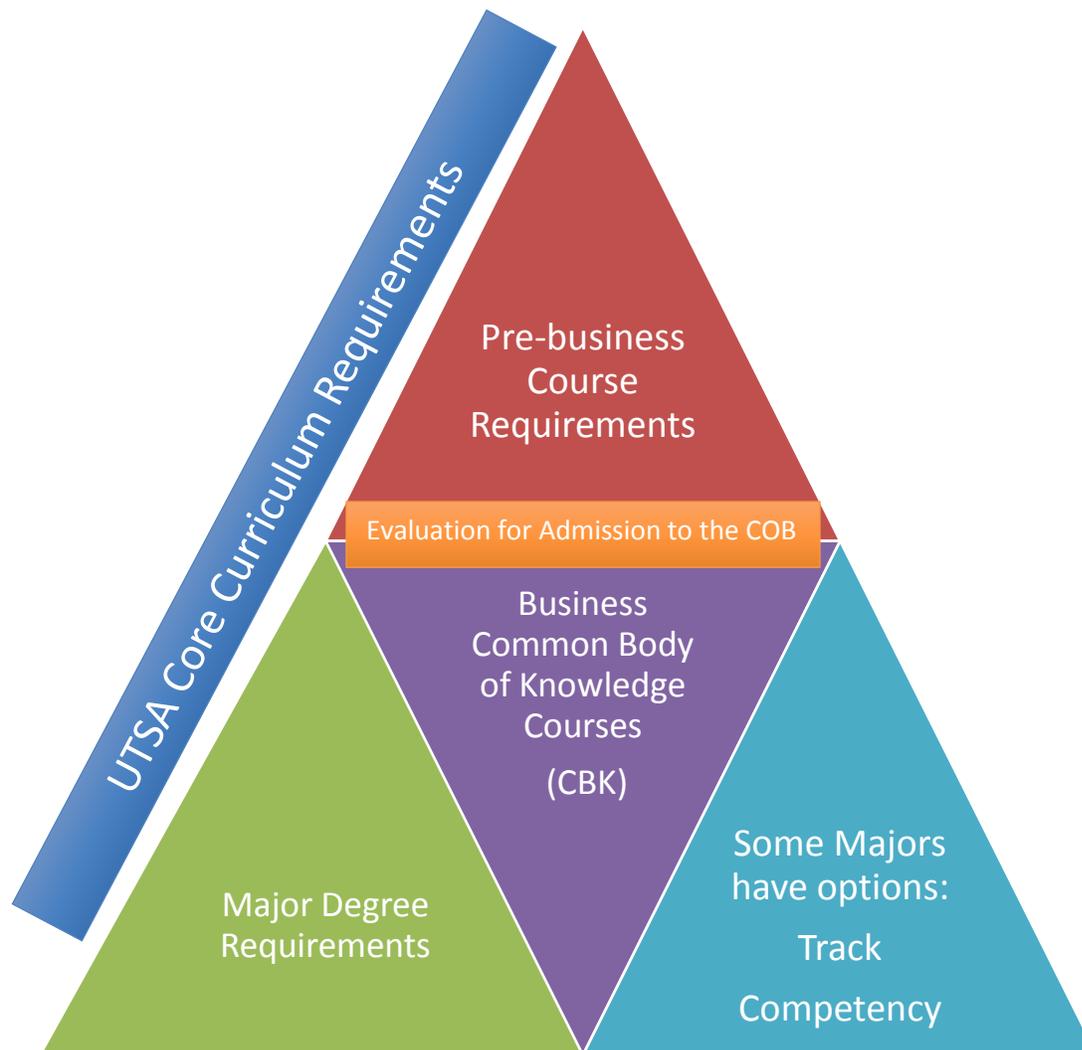
International Business (9 semester credit hours) – Students who complete the International Business competency will prepare to understand international marketing, as well as strategic, financial and economic issues that confront managers of multinational enterprises.

Leading Change (9 semester credit hours) – Students who complete the Leading Change competency will prepare to lead teams of professionals to plan projects, deliver solutions and improve efficiency and effectiveness in the contemporary organization.

Modeling (9 semester credit hours) – Students who complete the Modeling competency will prepare to perform, through proper use of quantitative and computer models, problem solving and decision analysis in support of business functions in a real world environment.

Risk Management (9 semester credit hours) – Students who complete the Risk Management competency will prepare to identify sources of risk in an enterprise and manage this risk in a prudent manner.

Building a Business Degree:



The Bachelor of Business Administration (BBA) degree consists of several components: UTSA core curriculum requirements (general education), Pre-business requirements (1st and 2nd year requirements), Business Common Body of Knowledge requirements (CBK), and Major/Specialization requirements. The pyramid above illustrates the structure of the undergraduate business curriculum. While pre-business requirements must be completed in the first and second year, UTSA core curriculum courses may be taken throughout all four years. Once admitted to the College of Business, a student may begin taking the major and/or specialization courses.