



## **What Can I Do with My Degree?**

### ***B.B.A. in Accounting***

[http://robinson.gsu.edu/accountancy/programs/ug\\_overview.html](http://robinson.gsu.edu/accountancy/programs/ug_overview.html)

The undergraduate accounting program is designed to provide the foundation-level technical and analytical accounting knowledge and skills need to become a professional in the accounting field and to pursue a fifth (graduate) year of accounting study. The primary emphasis of the program is preparation for students who wish to apply for admission to the Master of Professional Accountancy program. In addition the program designed to provide appropriate preparation for entry level positions business and graduate study in law or other business fields.

### ***Career Opportunities—Accounting***

Accountants today are expected to participate extensively in the general are of business management. The profession of accountancy is becoming increasingly divergent, encompassing areas as financial reporting, corporate tax planning, and cost analysis and control. A person desiring a career in accounting is encouraged to complete the entire professional program of study leading to the Master of Professional Accountancy degree.

### ***B.B.A. in Actuarial Science***

<http://www.rmi.gsu.edu/AcaProgs/AS/ASindex.htm>

Actuaries have been called the financial architects and social mathematicians because of their unique blend of analytical and business skills in the insurance and financial services industry, as consultants in firms that specialize in employee benefits and pensions in the government sector and in a variety of other roles.

### ***Career Opportunities—Actuarial Science***

A wide range of career opportunities is available to actuarial science majors. An actuary is an expert in quantifying a firm's risks, especially its financial risks. Actuarial professionals use cutting-edge financial theories and methods to evaluate and establish pricing for various kinds of business services as well as determine the amount of funds that are necessary for a firm to pay its employee benefits. More specifically, actuarial professionals apply their extensive knowledge of mathematics, probability, statistics, principles of finance and business to calculations in life,

health, social, and casualty insurance, annuities, and pensions. Traditionally, they have also been responsible for developing probability tables for fire, natural disasters, death, unemployment, etc., based on their mathematical analyses.

### ***B.B.A. in Computer Information Systems***

<http://www2.cis.gsu.edu/cis/program/bbacis.asp>

In today's highly competitive global environment, the effective deployment of information technology has become the key to organizational success. There is a continuing shortage of individuals with the combination of business and technology skills needed to develop and manage information systems that provide competitive advantage in the global marketplace. The mission of the CIS major in the BBA program is to produce graduates able to fill this need. Students will learn how to combine their general business knowledge with the latest software engineering tools and techniques to create information systems needed by today's organizations.

### ***Career Opportunities—Computer Information Systems***

A wide range of career opportunities is available to CIS graduates. Graduates will be prepared for careers in a variety of areas such as programming, systems development, database administration, network deployment and support, web-based systems design and development and consulting.

### ***B.B.A. in Economics***

Economics examines the material prosperity of countries and their citizens in an interdependent world of limited resources and technological change. In doing so, it studies how decisions are made by private businesses, governments, and households in producing, consuming, and distributing goods. In general, economics is concerned with monetary arrangements and their impact upon purchasing power and economic performance.

### ***Career Opportunities—Economics***

A wide range of career opportunities is available to economics graduates. Recent graduates with majors in economics have accepted positions as financial analysts for real estate financing firm and a major bank and as a general manager for a recording studio, as well as having accepted prominent graduate programs in law and economics.

### ***B.B.A. in Finance***

<http://robinson.gsu.edu/finance/bba.htm>

The goal of the undergraduate finance program is to prepare graduates to success in entry level positions in finance and elsewhere in business. Students completing the finance program will possess a number of proficiencies including a strong technical knowledge of finance, the ability to critically analyze and solve problems associated with the financial operations of a firm, and to prepare and present business reports of a financial perspective

#### ***Career Opportunities—Finance***

A wide range of career opportunities is available to finance graduates. Careers in finance are available in nearly every organization from the small entrepreneurial firm to the large corporate organizations as well as in the financial services industry including commercial and investment banking, insurance organizations and securities firms.

### ***B.B.A. in Hospitality Administration***

<http://robinson.gsu.edu/hospitality/programs/undergrad/index.html>

The primary goal of the Cecil B Day School of Hospitality Administration is to provide a well integrated curriculum incorporating courses in the arts, sciences, general business theory and hospitality applications that will prepare students for management positions in the hospitality industry. The core courses will give the student a general knowledge of all segments of the hospitality industry. Specialized elective courses and work study experience allow students to gain additional insight regarding specific industry segments.

#### ***Career Opportunities—Hospitality***

A wide range of career opportunities is available to hospitality administration graduates. Graduates are prepared for management careers in the following hospitality segments: hotel, restaurant, private club, food service, tourism, event planning, meeting planning, festivals, and trade shows.

### ***B.B.A. in Managerial Science***

<http://robinson.gsu.edu/management/DegreePrograms/undergrad/index.html>

Skilled management is the backbone of successful enterprise. Students receiving a degree in managerial sciences will be poised to assume leadership positions in organizations and industries. Career specialties in the managerial sciences, such as business analysis, human resource management, operations management, and entrepreneurship provide students with highly qualifications to advance their careers quickly.

#### ***Career Opportunities – Managerial Science***

A wide range of career opportunities is available to managerial science majors. Students receiving a degree in managerial sciences will be poised to assume leadership positions in their organizations and industries with entry level positions available in diverse areas as human resource management, business analysis regional management, general management, operations management, and entrepreneurial ventures, reflecting a growing market for talented, well-trained specialists in managerial sciences.

### ***B.B.A. in Marketing***

<http://robinson.gsu.edu/marketing/AcademicPrograms/BBA.htm>

Marketing is an exciting dynamic process through which customer needs and wants are determined and satisfied through the conception, development, promotion, exchange, and distribution of goods and services. The marketing program provides students with fundamental preparation in general marketing and an understanding of markets and customers, product development, pricing strategies, advertising and promotion, and methods of distribution. The program also develops the student's capacity to solve managerial problems in marketing and prepares men and women to enter careers in the field.

#### ***Career Opportunities—Marketing***

A wide range of career opportunities is available to marketing graduates. Marketing management is often the path to the top of the business organization. Entry-level positions are available in selling, product development, advertising, promotion, physical distribution, industrial marketing, marketing research, customer service, and many other specialties.

### ***B.B.A. in Real Estate***

<http://robinson.gsu.edu/realestate/programs/undergrad/index.html>

The real estate major at Robinson College of Business offers a broad-based curriculum that provides a balance between theory and practice. Our programs emphasize the following major components of real estate: appraisal, corporate real estate, development, finance, investments, market analysis, and retail real estate. A degree in real estate will give graduates the foundation necessary to succeed in this exciting industry.

#### ***Career Opportunities—Real Estate***

A wide range of career opportunities is available to real estate. Students with a major in real estate provides students with an understanding of market analysis, site selection, and investment analysis, economics relating to land use, and professional services that support real estate transactions. The program prepares both traditional and nontraditional students for entry-level positions in private, public, and not-for-profit real estate organizations.

### ***B.B.A. in Risk Management and Insurance***

<http://www.rmi.gsu.edu/AcaProgs/RMI/RMIBBA.htm>

The undergraduate program in risk management and insurance is an innovative course of study that strives to prepare qualified and motivated students for positions of leadership and responsibility in risk management, across a variety of financial services, including insurance. The field of risk management is challenging and changing constantly. Qualified students will find excellent opportunities for creative work, professional recognition, financial reward, and public service.

#### ***Career Opportunities Risk Management***

Graduates in risk management and insurance find a variety of career opportunities open to them in risk managers in business, as brokers/agents providing professional risk management/insurance/employee benefits counseling and market placements services for clients, as consultants and personal financial planners, in government, and in the underwriting, marketing, claims adjusting, planning and governmental relations, information systems, and financial management activities of insurers.