

# Arkansas State University

## College of Business

### Business Administration



#### What is Business Administration?

Business Administration is the study of business across the major functional areas of an organization: accounting, economics, marketing, management, finance and international. It is unique among business degrees in that it gives the student the most comprehensive view of business and its place in the domestic and world economy. Essentially, it is the undergraduate version of the MBA degree.

Business Administration is designed especially for those who need or want a broad background of training for managing businesses of their own or the students planning to work for large business that maintain their own specialized training programs.

The curriculum stresses the use of creative thinking, decision making, communication skills, technology and ethics, exactly the kinds of knowledge and skills that prepare students for today's

#### Career Opportunities:

- ◆ Banking
- ◆ Insurance Services
- ◆ Real Estate
- ◆ Energy Services
- ◆ Communications
- ◆ Agricultural Business
- ◆ Hospital and Medical Services
- ◆ Manufacturing

#### Program Options:

- ◆ Bachelor of Science Degree (Online)
- ◆ Bachelor of Science Degree (Traditional)
- ◆ Minor in General Business
- ◆ Masters of Business Administration (Online)
- ◆ Masters of Business Administration (Traditional)

#### Scholarships:

The university has scholarships available to students at all levels. The College of Business provides a wide range of scholarships for those students who are pursuing a business major.

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