

Information for UMass Students Seeking Business-related Degrees

Brought to you by the UMass Amherst Department of Economics

Isenberg School of Management

The School of Management offers two types of degree programs: Bachelor of Science (BS) degree in Hospitality & Tourism Management or Sport Management, and a Bachelor of Business Administration (BBA) degree in the following majors: Accounting, Finance, Management, Marketing, Operations & Information Management.

Current UMass students **must attend the appropriate internal (on-campus) transfer info session and complete specific predictor courses listed on the Isenberg website.** Students applying to the Isenberg BBA programs should plan to complete introductory microeconomics (ECON 103 or RES-ECON 102), introductory macroeconomics (ECON 104), and calculus 1 (MATH 127 or 131) prior to applying. Additional predictor courses may be required, depending on student's academic level.

BBA Application for Current UMass Students (Accounting, Finance, Management, Marketing, Operations & Info Mgmt)

isenberg.umass.edu/programs/undergraduate/on-campus/admissions/internal-transfers/bba

Hospitality & Tourism Application for Current UMass Students

isenberg.umass.edu/programs/undergraduate/on-campus/admissions/internal-transfers/htm

Sport Management Application for Current UMass Students

isenberg.umass.edu/programs/undergraduate/on-campus/admissions/internal-transfers/sport

Isenberg Undergraduate Programs Advising

isenberg.umass.edu/programs/undergraduate/on-campus/advising

Resource Economics, *Managerial Economics Concentration*

Resource Economics is a Bachelor of Science (BS) major with different concentrations. The Managerial Economics option concentrates on the application of economic principles to business decision-making. Microeconomic models and case studies are used to demonstrate how individuals can make wise choices to operate effectively within a complex economy of millions of businesses linked by thousands of markets. Students develop expertise in accounting, finance, business strategies, market demand analysis, and data analytics. Career opportunities include research, planning, marketing, and managerial positions in a wide range of firms, non-profit organizations, and governmental agencies. Recent graduates hold positions in financial analysis, market research, strategic planning, food industry management, environmental consulting, and energy demand analysis. Students can also consider the concentration in Environmental and Natural Resource Economics.

Students who plan to transfer into the Resource Economics major **must attend an information session, complete an online statement of interest,** and should plan to complete introductory microeconomics (ECON 103 or RES-ECON 102), introductory macroeconomics (ECON 104), calculus 1 (MATH 128 or 131) and intro to statistics (RES-ECON 212 or STATISTC 240) during freshman year or before the second semester of their sophomore year.

Changing Your Major to Resource Economics

umass.edu/resec/undergraduate-program/declaring-res-ec-major

Resource Economics Major Options and Requirements

umass.edu/resec/academics/undergraduate-program/academic-requirements

Resource Economics Major Advising

umass.edu/resec/academics/undergraduate-program/undergraduate-advising

Communication

Communication is a Bachelor of Arts (BA) major. Students who are interested in management and marketing may choose to major in Communication if they wish to obtain a strong foundation in the social impacts of marketing, PR, and related industries; public speaking, written, and interpersonal communication skills; and an ability to analyze and address complex problems through team-based projects. The Communication major at UMass Amherst emphasizes critical thinking, systematic analysis, and writing and speaking skills that are invaluable in the business world. The department emphasizes theory and methods of inquiry, as opposed to technical training, and does not offer industry-oriented, how-to classes in public relations, advertising, or broadcasting. It does, however, offer career-enhancement courses, among them Public Speaking, Social Media, Film and Television Production Concepts, Program Process in Television, and Screenwriting. Students also gain applied training and skills through internships, service learning, and co-curricular campus experiences. A large proportion of Communication graduates pursue careers in management, marketing, public relations, human resources, development, and entrepreneurship.

Changing Your Major to Communication

<https://www.umass.edu/communication/undergrad/major/admission>

Communication Major Requirements

<umass.edu/communication/undergrad/major/requirements>

Communication Major Advising

<umass.edu/communication/undergrad/advising>

Economics

Economics at UMass Amherst is a Bachelor of Arts (BA) major that focuses on the study of macro- and microeconomic theory, market structures, economic development, and public policy with an eye toward the development of critical thinking, data analysis, and civic engagement. Although many Economics majors go on to careers in business, the Economics major at UMass Amherst is not a business major and does not offer applied business courses such as accounting, finance, management, or marketing. Students who pursue the Economics major should be prepared to complete two levels of calculus, two intermediate theory courses, and at least one statistics course by the end of their sophomore year.

Changing Your Major to Economics

<umass.edu/economics/undergraduate/admissions>

Economics Major Requirements

<umass.edu/economics/undergraduate/academics/major>

Economics Major Advising

<umass.edu/economics/undergraduate/advising>

For more information on choosing a major that is a good fit for you, go to the SBS website at <umass.edu/sbs/advising-sbs/career-advising/explore-your-career-options> or <umass.edu/sbs/students/choosing-major>.