

# 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 128 or 131) prior to applying. Additional predictor courses may be required, depending on student's academic level.

### **BBA Internal Transfer (Accounting, Finance, Management, Marketing, Operations & Info Mgmt)**

[isenberg.umass.edu/programs/undergraduate/on-campus/admissions/internal-transfers/bba](https://isenberg.umass.edu/programs/undergraduate/on-campus/admissions/internal-transfers/bba)

### **Hospitality & Tourism Internal Transfer**

[isenberg.umass.edu/programs/undergraduate/on-campus/admissions/internal-transfers/htm](https://isenberg.umass.edu/programs/undergraduate/on-campus/admissions/internal-transfers/htm)

### **Sport Management Internal Transfer**

[isenberg.umass.edu/programs/undergraduate/on-campus/admissions/internal-transfers/sport](https://isenberg.umass.edu/programs/undergraduate/on-campus/admissions/internal-transfers/sport)

### **Isenberg Undergraduate Programs Advising**

[isenberg.umass.edu/programs/undergraduate/on-campus/advising](https://isenberg.umass.edu/programs/undergraduate/on-campus/advising)

## Resource Economics with Managerial Economics Subplan

Resource Economics is a Bachelor of Science (BS) major with three different subplans (concentration options). The Managerial Economics option concentrates on the application of economic principles to business decision-making. Students develop expertise in accounting, finance, business strategies, and market demand analysis. 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. Career opportunities include research, planning, marketing, and managerial positions in a wide range of firms and governmental agencies, particularly in food and natural resource related industries. Recent graduates hold positions in financial analysis, market research, strategic planning, food industry management, environmental consulting, and energy demand analysis.

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](https://umass.edu/resec/undergraduate-program/declaring-res-ec-major)

### **ResEc Major Options and Requirements**

[umass.edu/resec/academics/undergraduate-program/academic-requirements](https://umass.edu/resec/academics/undergraduate-program/academic-requirements)

### **ResEc Major Advising**

[umass.edu/resec/academics/undergraduate-program/undergraduate-advising](https://umass.edu/resec/academics/undergraduate-program/undergraduate-advising)

## Communication

Students who are interested in management and marketing, but who do not excel at math and statistics, may want to apply to the major in Communication. 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 any industry-oriented, how-to classes in public relations, advertising, or broadcasting. They do, however, offer career-enhancement courses, among them Public Speaking, Film and Television Production Concepts, Program Process in Television, and Screenwriting. Students also gain applied training and skills through internships, service learning, and extracurricular campus experiences.

Current UMass students **must complete at least two Comm intro courses with grades of C- or higher and have a minimum cumulative GPA of 2.7 or higher** to be admitted to the major, and must submit an online application via the Comm website.

### Application Process for Current UMass Amherst students

[umass.edu/communication/undergrad/major/admission](http://umass.edu/communication/undergrad/major/admission)

### Communication Major Requirements

[umass.edu/communication/undergrad/major/requirements](http://umass.edu/communication/undergrad/major/requirements)

### Communication Major Advising

[umass.edu/communication/undergrad/advising](http://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.

Current UMass students planning to declare Economics **must complete at least one calculus course (MATH 127 or 131) and one Economics intro course (ECON 103, ECON 104, or RES-ECON 102) with grades of C- or higher** before declaring the major. Beginning Fall 2017, students will be required to attend an Economics major information session and complete an online statement of interest before meeting with an academic advisor to declare the major.

### Admissions Process for Current UMass Amherst students

[umass.edu/economics/undergraduate/admissions](http://umass.edu/economics/undergraduate/admissions)

(Details on info sessions and statement of interest will be available prior to September 6, 2017.)

### Economics Major Requirements

[umass.edu/economics/undergraduate/academics/major](http://umass.edu/economics/undergraduate/academics/major)

### Economics Major Advising

[umass.edu/economics/undergraduate/advising](http://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](http://umass.edu/sbs/advising-sbs/career-advising/explore-your-career-options) or [umass.edu/sbs/students/choosing-major](http://umass.edu/sbs/students/choosing-major).