

THE SCHOOL

The Isenberg School of Management prepares students to assume positions of responsibility in the diverse world of business. Students may pursue an education in a variety of business disciplines represented by majors in seven departments and two degree programs (bachelor of business administration and bachelor of science). The school's educational program is directed toward the broad aspects of business, encouraging high standards of ethical conduct, broad social responsibilities, and the development of competence in particular courses of the student's own interests, aptitude, and choice. In addition, the introduction to such fields as mathematics, economics, psychology, sociology, and government offers a deeper understanding of the relationship between business and these other disciplines.

THE MAJORS

ACCOUNTING

Today's accountants are highly skilled professionals who identify, measure, communicate, and interpret economic information. As members of CPA firms, accountants may work on the financial statements of Fortune 500 companies, provide recommendations to improve operating or control procedures, help small businesses raise capital, and give advice on a range of financial and tax matters. In industry, accountants use their knowledge to develop and manage accounting control systems, manage capital, provide cost and profit analyses of products and services, or provide tax and financial services. While the department does not offer formal concentrations, students may effectively achieve curriculum concentrations in the areas of public accounting, management, government accounting, internal audit, or taxation. Students may also pursue certification as a CPA (Certified Public Accountant), CMA (Certified in Management Accounting), or as an educator.

FINANCE

Finance is the heart and the circulation system of an economy. As the heart of the economic body, the financial sector's true function is to nurture the real sector, where economic wealth is generated. Understanding finance allows individuals and organizations (both private and public) to borrow, invest, save, and consume. The financial segment of the economy includes the central banking system, universal banks, investment banks, commercial banks, savings banks, mortgage companies, insurance companies, pension funds, venture capital firms, brokerage houses, mutual funds, hedge funds, the finance divisions of all businesses and governments, and millions of individual participants like investors, traders, brokers, and analysts. The Isenberg finance major is highly valued for its continuous innovation in curriculum in response to changing needs of the financial industry. The expansive and rigorous curriculum with four concentrations provides many choices and opportunities for students to specialize in one or more of four different tracks: corporate finance, financial analyst, risk management, and alternative investments.

HOSPITALITY AND TOURISM MANAGEMENT

Hospitality and Tourism Management (HTM) is the world's largest industry and employer, so the career possibilities are limitless. Areas of specialization include the management of hotels, restaurants, clubs, casinos, tourism, and events, as well as service experience consulting, revenue management, data analytics, technology, real estate, and sales and marketing. Today's students turn into tomorrow's global leaders through required coursework and electives taught by award winning faculty. In addition, experiential learning is a critical component to the HTM major, better preparing students for the industry they will ultimately be leading; opportunities include required work experience, industry visits, mentoring, externships, internships, the HTM student-led career day, and industry-related clubs and activities. In a rapidly changing world, a degree in HTM provides real competitive advantages. Isenberg's HTM students are highly sought after by the world's best hospitality, tourism, and business firms, and job placements for graduating students are among the highest on campus.

MANAGEMENT

Students majoring in management examine the four major aspects of change that impact—and are impacted by—organizations. Through the study of these four areas, students become more analytical and, therefore, better able to consider and plan for the

issues and conditions that contribute to organizational change. These areas are: 1) social, political, and economic change: courses in this area of management explore the processes by which organizations impact and respond to the noneconomic interests of stakeholders, 2) forming and transforming organizations: these courses examine how organizations are created, as well as how and why their structures and processes are changed to maintain a fit with the environment, 3) understanding workplaces: this area of management is concerned with the evolving nature of employment and the employment relationship in organizations, 4) globalizing: courses in this area explore the different aspects of the internationalization process, with particular attention on the drivers and consequences of “going global.”

MARKETING

Marketing is a gateway discipline to leadership positions in organizations and is central to the success of the greatest companies and brands in the world, such as Apple, Amazon, American Express, Cleveland Clinic, Coca-Cola, Colgate, ESPN, Gillette, Harley-Davidson, IKEA, Johnson & Johnson, Louis Vuitton, Mayo Clinic, Nike, P&G, Starbucks, Toyota, Visa, and many more. At the heart of marketing is creating and facilitating exchanges of value that satisfy the needs of consumers, organizations, communities, and other important stakeholders/entities, both now and in the future. Marketing is ubiquitous and a part of all types of organizations: for-profit, nonprofit, government, large, small, consumer packaged goods, industrial goods, information, internet and high technology, retail, advertising and communications, healthcare, leisure and hospitality, entertainment, sports, manufacturing, and more. Wherever there are customers, needs for solutions, and products, there is marketing!

OPERATIONS AND INFORMATION MANAGEMENT

The fields of operations management and information systems, and the integration of these two powerful disciplines, reflect what is tried and true in business and what is new. Operations Management is a traditional business discipline that focuses on the efficiency and effectiveness of business processes, going all the way back to the automation of car production in the early 20th century. Information Systems, or Management Information Systems, became a traditional business discipline a century later with the dot-com boom, focusing on the efficiency and effectiveness provided through information systems. Together, these fields support the entire business value chain and are driving the future of business through the innovative field of analytics.

The operations and information management (OIM) major offers the next generation of tech-savvy problem solvers hands-on experiences and an innovative curriculum that allow students to encounter the complex problems they'll face on the job. The education and training that OIM majors receive—intersecting operations, information systems, analytics, supply chain, business intelligence, transportation, project management, and logistics knowledge—positions them advantageously for successful careers in several areas of business, including business analytics. OIM majors take positions in a broad spectrum of industries, including Amazon, Bose, C&S Wholesale Grocers, Dell, Deloitte, Ernst & Young, FedEx, Grant Thornton, IBM, Macy's, Pratt & Whitney, Oracle, PWC, RSM, Target, Teradyne, TJX, and UTC. The demand for qualified people in this field is great, and the variety of careers provides students with many options and employment opportunities.

MARK H. MCCORMACK DEPARTMENT OF SPORT MANAGEMENT

The sport management major provides graduates with lifelong career advantages in sport business. The course of study consists of three major segments. The first is composed of a group of courses devoted to the theoretical perspectives of the sociology and history of sport. The second focuses on the foundations of business and management. The third is devoted to courses on the application of theory to the specifics of the sport industry and to experiential (hands-on) learning in the sport industry. These areas include but are not limited to sport analytics, sport and digital media, public relations, sport labor relations, sport economics, financial and business operations for sport organizations, and collegiate athletics.

Office: N230 Isenberg Business Innovation Hub

Phone: 413-545-5610

Email: undergrad@isenberg.umass.edu

Website: isenberg.umass.edu/programs/undergraduate/on-campus