

Majors from the School of Economics and Business have the option of advancing their knowledge of a functional field of business beyond the business core curriculum. Accounting majors are eligible for concentrations in Finance, Marketing and Supply Chain Management. Business Economics majors are eligible for concentrations in Accounting, Finance, Marketing and Supply Chain Management. Economics majors are eligible for the Finance concentration. Coursework in a concentration is to be completed in the junior and senior year, and after all prerequisite courses have been completed. Concentrations are elective, not a graduation requirement. Therefore, a concentration is awarded only upon satisfactory completion of the required courses and no substitutions or waivers will be made.

ACCOUNTING CONCENTRATION

Business Economics majors are eligible for this concentration. Students advance beyond introductory accounting to greater specialization in financial accounting, cost accounting, and accounting information systems. Preparation from this concentration is appropriate for internal corporate and not-for-profit sector accounting. This concentration is not intended as curricular preparation for licensure as a certified public accountant. Students interested in certified public accountancy are directed to the Professional Accounting major.

Course Requirements (Fall 2005)

ACCT 225	Cost Accounting	3 s.h.
ACCT 311	Intermediate Accounting I	3 s.h.
ACCT 312	Intermediate Accounting II	3 s.h.
ACCT 335	Accounting Information Systems*	<u>3 s.h.</u>

TOTAL 12 s.h.

*Must be taken in residence.

FINANCE CONCENTRATION

Business Economics majors are eligible for this concentration. The finance concentration develops data analytic, financial modeling, and effective communication skills. Emphases include Bloomberg terminal use and practice of Microsoft Excel tools. This concentration prepares students for careers in financial institutions, markets, and services, including positions as financial analyst, financial broker, wealth management advisor, trader, sales person, banker, among others. The concentration also provides background preparation for students who will pursue graduate study. The concentration is designed to be completed during the junior and senior years.

Course Requirements (Fall 2018)

FINC 233	Investment Management	3 s.h.
FINC 331	Corporate Financial Strategy*	3 s.h.
FINC 333	Portfolio Management	3 s.h.

Select one of the following: 3 s.h.
 ECON 335 International Finance
 FINC 300-394 Any 300 level finance elective
 (except FINC 331 and FINC 333)

TOTAL 12 s.h.

*Must be taken in residence.

MARKETING CONCENTRATION

Professional Accounting & Business Economics majors are eligible for this concentration. Students apply foundation knowledge from accounting, economics, finance, and marketing by choosing from courses that emphasize different strategic dimensions of the marketing field. The capstone course is an integrative experience focusing on marketing strategies, research, decision making, and practice.

Core Course Requirements (Fall 2004)

MKTG 361	Marketing Management (capstone)*	3 s.h.
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Select three courses from the following: 9 s.h.
 MKTG 360 Sales & Sales Management
 MKTG 362 Marketing Research
 MKTG 363 Advertising Management
 MKTG 364 Consumer Behavior
 MKTG 366 International Marketing

TOTAL 12 s.h.

*Must be taken in residence

SUPPLY CHAIN MANAGEMENT CONCENTRATION

Professional Accounting and Business Economics majors are eligible for the Supply Chain Management concentration. This concentration emphasizes cross-functional activities in managing stages of production and distribution. It takes a strategic and application-oriented view of operations, resources, services and flow of goods. This concentration prepares students to enter positions in procurement, demand planning, inventory, management, quality control, logistics, freight management, and other related areas.

Course Requirements (Fall 2019)

MGMT 362	Supply Chain Strategy	3 s.h.
MGMT 363	Logistics Management	3 s.h.
MGMT 365	Project Management	3 s.h.
MIS 361	Enterprise Resource Planning* (capstone)	<u>3 s.h.</u>

TOTAL 12 s.h.

*Must be taken in residence.

- Students may earn only one concentration from this school.
- Students planning to complete any concentration should declare their intentions at an early point to facilitate advisement.
- Student should consult with School faculty members for additional information and suggested sequences.
- Capstone courses must be completed in residence.
- A 2.0 cumulative GPA is required in the concentration.
- At least half of the semester hours must be completed in residence.

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<http://SUNY.Oneonta.edu/school-economics-and-buisness>

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School of Economics & Business

CONCENTRATIONS

**Accounting
 Finance
 Marketing
 Supply Chain Management**

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