

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 and Business Economics majors are eligible for concentrating in Finance, International Business and Economics, and Marketing. Economics majors are eligible for the Finance concentration. Coursework in a concentration is to be completed in the junior and senior year, and long after all prerequisite courses have been completed. Concentrations are elective, not a graduation requirement. Therefore, a concentration is awarded only upon satisfactory completion and no substitutions or waivers will be made.

- **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.**

### 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*	3 s.h.

**TOTAL** **12 s.h.**

\*Must be taken in residence.

### FINANCE CONCENTRATION

Professional Accounting, Business Economics, & Economics majors are eligible for this concentration. Building upon economics, finance and accounting foundations, students choose from courses that provide in-depth preparation in internal financial management, banking and financial institutions, or trading and markets.

**Course Requirements** (Fall 2007)

FINC 233 Investment Management	3 s.h.
ECON 390 Senior Seminar in Economics*	3 s.h.

Select one of the following: 3 s.h.  
 FINC 333 Portfolio Management  
 ECON 335 International Finance

Select one of the following: \*\* 3 s.h.  
 ACCT 311 Intermediate Accounting I  
 ECON 331 Money & Banking  
 ECON 373 Econometrics  
 FINC 30E 300 level finance elective

**TOTAL** **12 s.h.**

\*Must be taken in residence.

\*\*Students can complete the concentration by taking both FINC 333 and ECON 335.

## 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.

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 this concentration. The Supply Chain Management concentration emphasizes the cross-functional features in the management of stages of production. It takes a strategic and application-oriented view of operations, resources, flows of goods and services, and how they are linked both internally and externally. Instruction and practice is provided in enterprise resource planning systems that are used by various organizations on a national and international scale.

### Course Requirements

MGMT 365 Project Management 3 s.h.

MGMT 363 Logistics Management 3 s.h.

MGMT 362 Supply Chain Strategy 3 s.h.

MIS 361 Enterprise Resource Planning\* 3 s.h.  
(capstone)

**TOTAL** 12 s.h.

\*Must be taken in residence.

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**School of  
Economics & Business**

**CONCENTRATIONS**

**Accounting  
Finance  
Marketing  
Supply Chain Management**

**SUNY  
ONEONTA**