



UNIVERSITY OF MINNESOTA TWIN CITIES

# BUSINESS-RELATED

# Majors

**If you enjoy working with numbers, math, and analyzing complex data...**

- Accounting
- Economics
- Economics - Quantitative Emphasis
- Applied Economics
- Finance
- Business Analytics
- Finance and Risk Management Insurance
- Statistics
- Agricultural and Food Business Management
- Management Information Systems
- Computer Science
- Mathematics



...working with numbers, math, & data

**If you enjoy studying communications, human interactions, and sales...**

- Agricultural Communication and Marketing
- Business and Marketing Education
- Marketing
- Communication Studies
- Journalism
- Economics - Business Emphasis
- Strategic Communication
- Media and Information
- Political Science
- Psychology
- Sociology
- Technical Writing and Communication
- Anthropology



...communications, human interactions, & sales

**IF YOU ENJOY...**

...managing a process or a group of people...

**If you enjoy managing a process or a group of people...**

- Agricultural and Food Business Management
- Entrepreneurial Management
- Human Resource Development
- Human Resources and Industrial Relations
- Public and Nonprofit Management
- Supply Chain and Operations Management
- Sustainable Systems Management
- Sport Management
- Management Information Systems
- Construction Management
- Health Services Management



...being creative & using out-of-the-box thinking

**If you enjoy outside-of-the-box thinking and being creative...**

- Retail and Consumer Studies
- English
- Journalism
- Urban Studies
- Individualized Studies
- Information Technology
- Infrastructure
- Mass Communication
- Apparel Design
- Strategic Communication: Advertising & Public Relations



...the idea of working in a global environment

**If you enjoy the idea of working in a global environment...**

- Geography
- Global Studies
- International Business
- Urban Studies
- Sustainable Agriculture and Food Systems
- Manufacturing Operations Management



The MAJOR KEY ([majors.umn.edu](http://majors.umn.edu)) is a great tool to help you explore these options!

Many majors across the University of Minnesota can help you build the skills integral for a career in business. For more information about these majors, please visit the MAJOR KEY at [majors.umn.edu](http://majors.umn.edu).

**Accounting (CSOM)** – Learn to gather financial information and present it to help users make better decisions.

**Agricultural and Food Business Management (CFANS & CSOM)** – Utilize business tactics, economics, and applied science to identify, analyze, and solve management issues.

**Agricultural Communication and Marketing (CFANS)** – Learn to be an expert voice in the food and agriculture industry by exploring the intersection of science and communication.

**Anthropology (CLA)** – Study human beings and cultures throughout the world during the present and past. Business anthropology courses with associated careers in Advertising, Marketing, and Public Relations Management.

**Apparel Design (CDES)** – Learn the design, production, and marketing of the textile and clothing development process.

**Applied Economics (CFANS)** – Gain a solid foundation in economics and learn how it is applied in the real world to improve people's lives.

**Business and Marketing Education (CEHD)** – Focus on the leadership and human aspects of business, sales, and marketing.

**Communication Studies (CLA)** – Study human communication using humanistic and social scientific methods; specialize in rhetorical studies, critical media studies, interpersonal communication, or combine coursework from each area.

**Computer Science (CLA, CSE)** – Design computer software and hardware, apply computational techniques to other sciences, investigate social uses of computing, determine what programming language to use for a given problem, and advance new technologies such as artificial intelligence and robotics.

**Construction Management (CCAPS)** – Transform project design and its engineering requirements into a physical structure, focusing on management and business skills.

**Economics (CLA)** – Master critical thinking, become an expert in economic principles, and customize your degree with quantitative training or supporting coursework in business.

**English (CLA)** – Examine cultural, social, political, and economic contexts that condition a variety of texts.

**Entrepreneurial Management (CSOM)** – Acquire the skills needed to start your own business, help existing organizations develop new business opportunities, and/or create positive social impact through the development of new ventures.

**Finance (CSOM)** – Develop principles and techniques of effective financial decision-making, related to improving business value, evaluating projects, measuring risk, and understanding markets.

**Finance & Risk Management Insurance (CSOM)** – Use the practice of finance, law, and mathematics to reduce risk for individuals, corporations, and government.

**Geography (CLA)** – Explore our globalizing world and the ways both human and non-human forces shape it. Study combinations of social, political, economic, and ecological processes.

**Global Studies (CLA)** – Examine political, economic, cultural, and social processes of local communities, nation states, transnational businesses, and social movements around the globe.

**Health Services Management (CCAPS)** – Gain a conceptual understanding of business and the healthcare industry along with analytical and problem-solving skills to apply that knowledge in a variety of settings.

**Human Resource Development (CEHD)** – Learn to offer critical workplace training and development, to manage effectively, and to communicate successfully.

**Human Resources and Industrial Relations (CSOM)** – Learn how organizations use human resources management to create a competitive organization and to help employees achieve fulfilling work lives.

**Individualized Studies with Business concentration (CLA)** – Develop a proposal that articulates a cohesive and unified interdisciplinary theme.

**Information Technology Infrastructure (CCAPS)** – Become an expert in the design, construction, and management of technology operations.

**Inter-College Program (CCAPS)** – Customize a bachelor of arts (B.A.) or a bachelor of science (B.S.) degree, incorporating a significant amount of coursework from at least two different colleges within the University system.

**International Business (CSOM)** – Understand the complexity and develop the cultural fluency needed to conduct business across international borders.

**Journalism (CLA)** – Prepare for a career in news reporting, writing, editing, producing or photojournalism in traditional and emerging media.

**Management Information Systems (CSOM)** – Learn to plan for, design, use, and manage the digital assets of an organization.

**Manufacturing Operations Management (CCAPS)** – Study and learn to apply methods to improve manufacturing operations and productivity.

**Marketing (CSOM)** – Learn to create, communicate, and deliver value with the goal of satisfying consumers' needs.

**Media and Information (CLA)** – Discover how messages can persuade and affect audiences, and learn to tell stories with strategy and purpose.

**Mathematics (CLA, CSE)** – Go beyond numbers and formulas to understand how and why, and learn to solve complex real-world problems in diverse fields.

**Political Science (CLA)** – Study the exercise of power and influence, sources and resolution of conflicts, the relation of politics to the economy, culture, and other aspects of society.

**Psychology (CLA)** – Examine human behavior through environmental, genetic, physiological, and social determinants and correlates.

**Public & Nonprofit Management (CSOM)** – Understand organizations and learn about the practices, challenges and structures related to public or not-for-profit entities.

**Retail and Consumer Studies (CDES)** – Learn principles applied across a broad spectrum of U.S. and global retail businesses, and in formats including store, Internet, and catalog.

**Sociology (CLA)** – Examine stability and change in social life by addressing the underlying patterns of social relations.

**Sport Management (CEHD)** – Explore sports business, marketing and promotions, facility and event management, socio-cultural issues, and law.

**Statistics (CLA)** – Prepare for jobs in areas such as marketing analysis, quality management, or combine with other technical disciplines for specialization.

**Strategic Communication: Advertising & Public Relations (CLA)** – Develop tools essential to public relations and advertising careers and learn to craft messages and multi-media campaigns.

**Supply Chain & Operations Management (CSOM)** – Manage the flow of goods, information, and services both within and across organizations.

**Sustainable Agriculture and Food Systems (CFANS)** – Learn all about the systems that feed the human population, encompassing an interconnected set of biological, technological, economic, and social activities.

**Sustainable Systems Management (CFANS)** – Advance sustainability through systems solutions that integrate the goals of economic growth, public health, and environmental protection.

**Technical Writing and Communication (CLA)** – Utilize written, digital, oral, and visual communication theory as it relates to science and technology.

**Urban Studies (CLA)** – Learn conceptual and analytical frameworks and specialized skills needed for professions in urban change or development.