

Majors from the Division 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 planning to complete any concentration should declare their intentions at an early point to facilitate advisement.**
- **Student should consult with Division faculty members for additional information and suggested sequences.**
- **Capstone courses 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 231 Intermediate Accounting I       | 3 s.h.        |
| ACCT 232 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.

#### NOTES:

1. A 2.0 cumulative gpa is required in the concentration.
2. At least half of the semester hours must be completed in residency.

### 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 231 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.

## INTERNATIONAL BUS. & ECO. CONCENTRATION

Accounting and Business Economics majors are eligible for this concentration. However, Business Economics majors with an Economics minor are ineligible for this concentration. The International Business concentration provides in-depth study of the global economy and appreciation of economic interdependence among nations. The foundations of the Business Economics major are applied to numerous issues, situations and methods of international business with emphasis on trade, finance, marketing, and managerial decision making. While not required, a student who wishes to pursue a career in international business should consider the recommendations for additional coursework & activities.

### Course Requirements (Fall 2004)

|              |                                     |                |
|--------------|-------------------------------------|----------------|
| ECON 284     | International Trade & Economics     | 3 s.h.         |
| ECON 335     | International Finance*              | 3 s.h.         |
| MKTG 366     | International Marketing*            | 3 s.h.         |
| BUS 352      | International Business (capstone)** | 3 s.h.         |
| <b>TOTAL</b> |                                     | <b>12 s.h.</b> |

\*This course cannot be used to fulfill the requirements of another concentration. If a student is also completing the Marketing or Finance concentration, then an additional course in Marketing or Finance must be taken to complete both.

\*\*Must be taken in residence.

### Recommended Additional Courses

Students who are preparing for careers in International Business & Economics should take other relevant courses in addition to the above requirements. They should consult their academic advisor regarding these courses. For example, a student might take courses such as World Cultures, International Politics, a history course for a country or region, and/or a geography course (e.g. Geography of Culture & Environment). A good starting place is to look at the courses required for the International Studies major. Also, a student should consider taking a foreign language up to at least the intermediate level and should plan to participate in an approved study abroad program during a semester or summer session.

## MARKETING CONCENTRATION

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

**Dr. Wade Thomas, Assistant Dean  
Economics & Business Division  
State University of New York  
College at Oneonta  
Netzer Administration Building 226  
Oneonta, NY 13820  
(607)436-3458 Fax: (607)436-2543  
<http://www.oneonta.edu/academics/econbu>**

## Division of Economics & Business

# CONCENTRATIONS

Accounting  
Finance  
International Business  
Marketing

