BUSINESS

Students who want to major in Business can choose to specialize in the following fields.

Popular majors /
partial list of majors available

ACCOUNTING
This study deals with the preparation, analysis and verification of financial information for individuals or businesses. It also looks into budget analysis, financial & investment planning and IT consulting.

Employment opportunities
Auditing, Investment, Financial Services, Corporate Accounting or Financial Consulting

FASHION MARKETING
Study involves implementing sales strategies, analysis, and development of the fashion industry. It also covers buying, merchandising, inventory and cost control.

Employment opportunities
Fashion Buyer, Merchandiser, Retail Manager, Retail Wholesale Outlets

HUMAN RESOURCE MANAGEMENT
Study involves training & development, strategic staffing, labor & employment, managing organizational change, compensation & benefits, leadership & team building.

Employment opportunities
HR related fields such as HR Management, Training & Development, Recruitment or Compensation & Benefits

MANAGEMENT INFORMATION SYSTEMS (MIS)
MIS involves planning, coordination, direct research and design of computer-related developments for any organization. It also deals with information flow and coordinating installations of computer systems for smoother processes in business operations.

Employment opportunities
Information Technology Departments, Quality Control Management, Operations Management, Quality Analysis or Control Coordination

ENTREPRENEURSHIP STUDIES
This study emphasizes the many aspects of business for individuals who seek the challenge of creating and growing enterprises. Entrepreneurship Studies focuses on general business subjects but pays particular attention to capital management, product development, opportunity recognition, market research & feasibility, along with areas like technological commercialization, financial analysis, legal issues and human resource management. The aim of this study is to help students start a successful business from the ground up.

Employment opportunities
Start up your own business or enterprise, develop your family-run business, or work in organizations looking to grow their enterprise

INTERNATIONAL BUSINESS
This study explores different cultures, global business strategies, international marketing, management, trade, and regulations. This degree provides basic knowledge of business in an international environment.

Employment opportunities
Graduates can explore opportunities dealing with business matters on a global basis with multinational companies

MARKETING
Marketing involves the study of consumer behavior, satisfying their needs through advertising, promotions, market research, marketing strategies, sales, product development and public relations activities.

Employment opportunities
Advertising, Marketing Research, Merchandising & Promotion, Retailing or Sales Management

FINANCE
This study deals with the preparation of financial reports and direct cash management strategies.

Employment opportunities
Finance, Banks, Insurance, Securities Firms or Consumer Goods Companies

SUPPLY CHAIN MANAGEMENT
This study involves the integration of activities across companies to manage the flow of products, services, people and equipment, which transforms resources to design, purchase, produce and deliver high quality goods and services.

Employment opportunities
Retail & Wholesale Sectors, Information Technology Development, Logistics Operations & Supply Management, Operations Planning & Control or Transportation & Logistics Management

DIGITAL MARKETING
Digital Marketing is where traditional marketing meets the internet and other forms of new media, including mobile and video games. Covering a wide range of activities such as social network marketing, search engine optimization, viral marketing, web analytics, reputation management and experiment-based market research, Digital Marketing gives students a strong background in economics, marketing, public relations, social media applications and entrepreneurial skills, allowing them to create focused social media strategies as well as manage the social presence of people, products and organizations with social media tools.

Employment opportunities
Social Media Associate, Social Media Analyst, Social Media Specialist, Social Media Director, Online Marketer, Interactive Marketer, Social Network Administrator or Brand Relations Specialist
Popular universities for Business

**US Universities**
- Binghamton University
- Indiana University Bloomington
- Indiana University of Pennsylvania
- Michigan State University
- Northwood University*
- Ohio State University
- Purdue University
- Rutgers, The State University of New Jersey
- University of Iowa
- University of Minnesota, Twin Cities
- University of Missouri
- University of Nebraska-Lincoln
- University of Oklahoma-Norman
- University of Wisconsin-Madison
- Winona State University

**Canadian Universities**
- Acadia University
- Trent University
- University of Lethbridge
- University of Manitoba
- University of Saskatchewan
- University of Winnipeg
- University of Brunswick
- Memorial University of Newfoundland

Sample curriculum for Year 1 & 2

- Analysis of Information Systems
- Business Communication
- Business Management & Organization
- College Algebra
- Concepts of Calculus
- English Composition 1
- English Composition 2
- Essentials of Public Speaking
- Fine Arts Electives
- Financial Institutions, Market & Instruments
- Financial Management
- Humanities Electives
- Human Resource Management
- International Business Management
- Introduction to Computers & Information Processing
- Introduction to Microeconomics
- Introduction to Macroeconomics
- International Marketing
- Natural Science Electives
- Principles of Accounting 1
- Principles of Accounting 2
- Principles of Marketing
- Production & Operations Management
- Social Sciences Electives
- Statistical Methods
- Supply Chain Management

*Program is offered at Subang Campus.