The Business Administration major provides students with broad
exposure to the functional areas of business and a comprehensive
understanding of one of the managerial specialties in a specific
concentration. The Bryan School’s mission is to offer education
programs that prepare students to perform successfully as business
professionals in a global economy, and all majors in the Department of
Management benefit from the infusion of these critical issues
throughout the curriculum.

**Offered on campus & online**

**Degree Outcomes**
- Graduates have careers as president, TRI Financial, Rochester, New
  York; president/CEO, Central Virginia Federal Credit Union, Lynchburg,
  Va.

**The Student Experience**
- The business studies concentration provides students with a degree that
  they can customize to fit their professional aspirations for health care
  management, business and pre-law, corporate communications,
  financial product sales, and more.
- The human resources concentration offers coursework in
  industrial/organizational psychology, compensation and selection,
  training, diversity management, organizational change, HR law, and HR
  information systems.
- Students take courses in which they explore real-world business
  situations. Students can meet with area businesses to assist in finding
  solutions to identified problems. Businesses have found international
  markets for their products because of student team efforts while other
  businesses have implemented student-proposed recommendations.
- The Bryan School’s career services and the UNCG Career & Professional
  Development help secure internships and part-time employment as well
  as full-time positions on graduation.
- The department offers an experiential learning course with students
  securing internships or other positions in varied organizations such as
  Bank of America, Koury Convention Center, Merrill Lynch, the Embassy
  of Mexico, and Walt Disney World. Many students have continued
  employment at these sites after graduation.
- Opportunity for significant cross-cultural experience via exchange
  programs is available in approximately 26 countries.
- There are student clubs such as Alpha Kappa Psi, Beta Gamma Sigma,
  Black Business Students’ Association, Bryan Student Advisory Council,
  Delta Sigma Pi, and Human Resource Management Association.

**Accreditations & Affiliations**
- AACSB