WHY SHOULD YOU STUDY BUSINESS?

Provides a strong emphasis on the practical application of theory through the use of case studies, PROBLEM-SOLVING tasks, and project and TEAM WORK.

Graduates develop skills for problem solving, CRITICAL THINKING, communication and personal development.

GREAT major for students with a willingness to experiment and wish to tap into their creative side.

Provides access to great career choices in a VARIETY of industries and sectors including retail, manufacturing, financial and public services, leisure and tourism, fast moving consumer goods, and advertising.

WHY ARE BUSINESS STUDENTS IN SUCH DEMAND?

Business students have a strong foundation in global business affairs, ethical responsibility, technological and analytical tools, communication skills and teamwork, and general management. Graduates in our program are prepared for the new realities of today’s rapidly changing, competitive and financially challenging environment.

WHAT KIND OF JOBS ARE THERE?

Professor SALES MANAGER
Business Advisor Researcher
Investor BUSINESS ANALYST
Network Administrator MARKETING ADMINISTRATOR
Cost Estimator General Manager
Account Executive Marketing Manager Business Owner
EXECUTIVE DIRECTOR
Financial Planner FRANCHISER
Strategy Development Chief Executive Officer Investor
PRODUCT MANAGER Entrepreneur
Public Relations and Marketing Specialist
BUSINESS DEVELOPMENT Planner
Business Consultant EVENT COORDINATOR Real Estate

$\$$ BASED ON EXPERIENCE

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<thead>
<tr>
<th>Role</th>
<th>Entry</th>
<th>Mid Career</th>
<th>Late Career</th>
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<tbody>
<tr>
<td>Retail Store Manager</td>
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<tr>
<td>Assistant General Manager</td>
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<td>General Manager</td>
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<td>Business Consultant</td>
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$0  $25K  $50K  $75K  $100K

WHY CSUEB?

Tough global competition requires companies to be extremely responsive to the needs and expectations of customers. In addition, many companies today are in a period of rapid changes brought about by technological breakthroughs, business globalization, and extended supply chains. In such a time, the role of the manager and the management professional in facing these challenges and maintaining a competitive edge becomes even more important.

CONTACT INFORMATION

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