Accountancy (wmich.edu/accountancy)
Accountants and auditors monitor the finances of a business. Accountants work in all areas of business, industry, government, nonprofit organizations, and law and education. They are employed as public accountants, corporate accountants, internal auditors or government accountants. Students will learn to analyze and solve problems, think critically, communicate effectively and use information technology.

Advertising and Promotion (wmich.edu/marketing)
Advertising and promotion personnel work to build awareness, interest and preference for businesses, products, services and ideas. Effective advertising is both strategic and creative in nature. Students will develop specialized skills to deliver targeted messages across a wide variety of media (such as print, broadcast, and interactive) that incorporate research findings in a fully integrated marketing communications campaign.

Business Analytics (wmich.edu/infosystems)
The business analytics major provides students with a strong foundation in analytical methods, techniques and tools that allows them to play a key role in making data-driven business decisions. To gain real insights from analytics, one needs to master ways to decipher a sea of data coming from a variety of sources, in different formats, flowing at increasingly accelerating rates, and stored in volumes within or beyond the capabilities of traditional tools.

Business Law (wmich.edu/finance)
The business law major is an interdisciplinary program housed in the Finance and Commercial Law department. It is designed for students with varied interests, including those considering attending law school, a career in criminal justice, or in business or government, where a working knowledge of legal issues and the legal system would be useful. The business law major will provide undergraduate students with a foundation in the law from several diverse disciplines, enhancing critical thinking skills along with a sound background in legal issues.

Computer Information Systems (wmich.edu/infosystems)
Information technology specialists assist with efficiency and effectiveness of operations through the implementation and maintenance of technology. They may develop programs, websites or web applications; manage databases, hardware and software; and maintain network systems and equipment. Students will gain experience in areas including business application development, systems analysis and design, database management, telecommunications and network administration.

Economics in Business (wmich.edu/economics)
Economists investigate the choices people, businesses, and governments make because of limited resources. They study problems arising from scarcity such as how to manage resources efficiently, how to organize individual and social efforts to improve standards of living, and how to avoid excessive unemployment and inflation. Students will learn problem solving and critical thinking skills and will gain knowledge of policies in areas such as international trade, money and credit, government finance, industrial organization, labor and other resources, and economic development.

Electronic Business Marketing (wmich.edu/ebusiness)
Professionals in electronic business marketing embrace internet technology to sell and support products and services using websites, social media and other marketing strategies. They apply digital technologies, web applications, web design and digital marketing practices to solve business problems and meet challenges in a rapidly changing digital marketplace. They are employed in careers such as e-commerce, digital marketing, mobile marketing, social media, and web and mobile application development and services.

Entrepreneurship (wmich.edu/entrepreneurship)
The entrepreneurship program focuses on the creation of economic and social value by developing core capabilities of idea generation, opportunity recognition, resource acquisition and entrepreneurial management. Entrepreneurship students learn to shape entrepreneurial opportunities and assess financial feasibility. As an entrepreneurship student, you have the opportunity to form teams, construct business models, interact with partners and customers, assess feasibility and, in some cases, launch a new venture or initiative.

Finance (wmich.edu/finance)
Finance professionals prepare financial reports and direct investment strategies for all types of businesses. A career in finance provides graduates with opportunities in the banking and insurance industries, corporations, investment and real estate. Students gain knowledge in valuation of securities, investment decision making, corporate funding and management of financial institutions.

Food & Consumer Package Goods Marketing (wmich.edu/foodmarketing)
The major prepares students for sales, research, marketing and management positions with food and consumer package goods firms and related organizations. Students gain an overall knowledge of marketing and market research, logistics, retail merchandising and sales, and strategies as they relate to the food industry.

Health Informatics and Information Management (wmich.edu/infosystems)
Health information professionals use the latest technology to manage health information systems. They are specialists in the acquisition, storage, and retrieval of electronic health records, and they design health information systems providing value-added advantages for health administration in a variety of healthcare settings.

Human Resource Management (wmich.edu/management)
Human resource professionals recruit, hire, train, manage and develop an organization’s work force in order to achieve strategic business objectives. Students will obtain knowledge of areas such as human resource planning, diversity management, staffing, compensation, employee relations and organizational development.

Integrated Supply Management (wmich.edu/supplychain)
Integrated supply management professionals are involved in every stage of the process of providing goods and services to the customer through the supply chain – the network of companies and organizations that are required to purchase, produce and deliver goods and services in today's economy. Professionals are employed in a wide range of careers including purchasing, manufacturing and logistics. The interdisciplinary program integrates engineering, information technology, and business courses in an extensive, applied curriculum.

Management (wmich.edu/management)
Managers accomplish organizational objectives through the acquisition and organization of a variety of human and material resources. Their responsibilities encompass a range of duties in every industry, large or small. The program focuses on problem solving and decision making; leading people, teams and groups; communication; quality management and process improvement; and ethics.

Marketing (wmich.edu/marketing)
Professionals employed in the field of marketing plan strategies to market goods and products based on consumer research. Graduates of the marketing program are equipped with the skills needed for positions in sales, market research, sports marketing, Internet marketing, international marketing and non-profit marketing. Students gain an understanding of general marketing functions and concepts with the option of choosing marketing electives that correspond to their particular career interests.

Personal Financial Planning (wmich.edu/finance)
Personal financial planners guide people in planning for their financial future, assisting them with investments, tax laws and insurance decisions. Students will gain knowledge of valuation of securities, insurance, estate planning, retirement planning and employee benefits. Career opportunities in this growing field exist for personal financial planning majors in commercial banking, personal financial planning, insurance, and money management.

Sales and Business Marketing (wmich.edu/marketing)
Sales and business marketing professionals are focused on attracting customer interest in products and services for large and small businesses and organizations. Students experience an intense, sales-focused curriculum, integrating the fundamentals of selling with advanced-selling techniques and theories.

Telecommunications and Information Management (tim.wmich.edu)
This interdisciplinary major is the first such program in Michigan that enables students to specialize in TIM, which encompasses both computer information systems and telecommunications management. Students are trained in a variety of telecommunications and data communication sub disciplines, including network operations, cable television, Internet and electronic commerce, telephony, satellite and wireless communication, and information assurance and compliance, in preparation for one of the fastest growing fields as projected by the U.S. Department of Labor.