

BUSINESS MAJOR OPTIONS

The University of Texas at Arlington
College of Business is accredited by AACSB
International, true of only 5 percent of all
business schools worldwide.



ACCOUNTING

Modern accounting education is multifaceted and often underestimated. It encompasses financial reporting, taxation, analysis, information systems, technology management, and business strategy—preparing students for diverse roles such as CPA firm partner, corporate controller, or chief financial officer. UTA Accounting graduates consistently excel on the Uniform CPA Exam, ranking among the highest in the state.

As the field grows more specialized, accountants focus on areas like auditing, tax, accounting systems, cost and managerial accounting, budgeting, forensic accounting, and industry-specific practices. Success in accounting requires strong analytical and decision-making abilities, attention to detail, organization, communication skills, and proficiency with technology.

BUSINESS ANALYTICS

Business analytics is a fast growing field that involves the application of statistical methods, artificial intelligence, and machine learning techniques to guide a company's decisions and strategies. The full range of business decisions can be impacted, specifically marketing, human resources, finance, and operations. The program balances technical and business concepts by including the broad range of business disciplines and specialized knowledge of business analytics. Strong mathematical and problem solving skills, and an aptitude to work with computers and data are critical for success.

Analytics professionals are effective communicators with strong writing skills, critical thinking skills, and are eager to investigate and uncover why and how. Some soft skills necessary for success are being a team player, a relationship builder, and a self manager.

CONSULTATIVE SALES

The consultative sales industry focuses on building relationships and providing tailored solutions based on a client's specific needs rather than simply selling products. Sales professionals act as trusted advisors, using strong communication, business insight, and problem-solving skills to uncover challenges and deliver value-driven recommendations. This customer-centric approach is especially important in complex, high-value markets like technology, finance, healthcare, and professional services.

Unlike traditional transactional selling, consultative sales emphasizes long-term partnerships and measurable outcomes. As businesses increasingly prioritize personalized, data-informed solutions, demand for skilled consultative sales professionals continues to grow—offering strong career prospects in roles such as account executive, business development manager, and customer success manager.

ECONOMICS

Economics is about human and firm behavior and how this behavior responds to incentives. Economists study how and why decisions are made in light of scarce resources. These resources include time, money, natural resources, workers, and technology. Economics is the premier field for answering questions with data and learning to forecast trends. The topics that economists study range from trends in interest rates to discrimination in the workplace to household decision-making. The main career paths are government, consulting, marketing, human resources, banking, finance, or investment. Economists may work as any type of analyst, including data analyst, actuarial analyst, credit analyst, and financial analyst.

Good economists have a math aptitude, are curious, independent thinkers, have strong written and verbal skills, and ability to understand complex systems.

ENTREPRENEURSHIP

Entrepreneurship is crucial in driving innovation, creating jobs, and promoting social change. It involves the discovery, evaluation, and use of opportunities to introduce new goods and services, ways of organizing enterprises, markets, and administrative or technological processes. An entrepreneurship degree is more than how to start a new business entity; it trains individuals to manage innovation and create new strategic business units within existing organizations or launch a brand new for-profit, non-profit, or governmental enterprise.

Critical entrepreneurial skills include human, technical, and conceptual skills, specifically communication, creativity, resource management, collaboration, and negotiation. Entrepreneurs typically have high energy and are willing to take a measured risk.

FINANCE

Finance combines principles from economics, statistics, and mathematics to guide effective financial decision-making. It spans areas such as corporate finance, investments, financial institutions, and real estate—where professionals manage capital, portfolios, and development projects. Careers also extend into international finance, financial journalism, and law.

Many finance fields offer valuable professional certifications, so candidates should seek roles with strong training and development opportunities. Success in finance requires integrity, analytical ability, precision, mathematical skill, sound judgment, and the capacity to perform under pressure.

HOSPITALITY MANAGEMENT

Hospitality Management is a specialized degree that combines business fundamentals with hands-on experience in hotel, restaurant, and tourism operations. Students develop expertise in guest experience, hospitality analytics, finance, human resources, marketing, and revenue management to excel in a dynamic, service-driven industry.

Success in this field requires strong communication, customer service, leadership, teamwork, and problem-solving skills, along with a strong work ethic and a passion for creating exceptional guest experiences.

HUMAN RESOURCE MANAGEMENT

Human Resource Management focuses on recruiting, training, developing, evaluating, and compensating employees to help both businesses and individuals achieve their goals. HR professionals work in every industry and may serve as generalists covering all HR functions or as specialists in areas such as recruitment, benefits, training and development, labor relations, or compensation.

The Society for Human Resource Management (SHRM) offers a respected professional certification that combines education with HR experience. Successful HR professionals demonstrate integrity, strong communication and leadership skills, sound judgment, organization, and the ability to handle pressure and sensitive situations with professionalism.

INFORMATION SYSTEMS

Information Systems combines technology and business to solve organizational challenges. Coursework integrates computer hardware, software, databases, systems analysis, and business fundamentals such as marketing, finance, and management. As technology drives nearly every aspect of business operations, demand continues to grow for professionals in roles such as business systems analyst, IT project manager, programmer/analyst, cybersecurity specialist, network administrator, and database manager.

Success in this field requires a passion for technology, problem-solving, and collaboration. Strong communication, teamwork, attention to detail, time management, and the ability to work effectively with diverse teams are essential skills for information systems professionals.

INTERNATIONAL BUSINESS

UTA's international business degree with dual foreign language concentrations equips students to navigate the global business landscape. With options in Chinese, French, German, Korean, Russian, or Spanish, students gain expertise in business fundamentals—law, economics, finance, management, and marketing—while building language and cross-cultural skills. Study abroad opportunities further enrich practical experience. Graduates develop adaptability, multicultural awareness, strong interpersonal skills, and a lifelong curiosity for domestic and global markets, preparing them for dynamic international careers.

MANAGEMENT

Managers navigate complex business environments, balancing employees, customers, and social, economic, and technological factors. They plan strategies, implement resources, and monitor progress to achieve organizational goals. Success requires leadership, analytical thinking, clear communication, and sound judgment. UTA's BBA in Management offers tracks in General Management and International Management.

MARKETING

Marketing studies the creation, pricing, promotion, and distribution of ideas, goods, and services. As a cornerstone of commerce, it offers careers in sales, advertising, public relations, market research, product development, retailing, international marketing, and more. Growing global competition and rapid technological change make effective marketing essential for business success.

Successful marketing professionals are strong communicators, team players, and relationship builders with creative, analytical, and problem-solving skills. Sales careers also demand initiative, persistence, time management, and a positive attitude.

OPERATIONS AND SUPPLY CHAIN

The study of Operations and Supply Chain Management focuses on understanding the many necessary decisions directly related to the production of goods or delivery of services. These include strategic decisions, as well as routine decisions in both manufacturing and service organizations. Possible career choices include: Production Analyst, Purchasing Planner/Buyer, Production Supervisor, Quality Specialist, Inventory Analyst, and Production Scheduler/Controller.

A successful operations analyst will be able to think logically, be creative, formulate problems, find available resources, recognize restrictions, and effectively communicate mathematical results to others. Those involved in purchasing and inventory decisions will spend millions of dollars every year for their company. They must have high ethical standards, a strong self-image, and good communication skills.

REAL ESTATE

The real estate industry offers diverse career opportunities beyond residential sales, including appraisal, property management, development, real estate securities, syndication, and mortgage financing. Advanced roles typically require a bachelor's degree with specialized real estate and finance coursework, which also prepares students for careers in real estate law.

Licensing and certification are often required. Key credentials include: Certified Commercial Manager (CPM), Certified Real Estate Brokerage Manager (CRB), Certified Residential Specialist (CRS), Residential Accredited Appraiser (RAA), Accredited Commercial Manager (ACoM), Accredited Land Consultant (ALC). For details, visit the National Association of Realtors: www.nar.realtor.