

Be a Carson Coug!



Carson College
of Business

Majors

ACCOUNTING

Prepare for a career as a professional accountant as you learn to gather, record, analyze, interpret, and communicate financial performance and risk.

ENTREPRENEURSHIP

Develop a broader mindset about innovation, risk-taking, and action that is valuable to students who plan to work for large companies, non-profits, or for new commercial or social ventures.

FINANCE

Focus on the raising, use, and investment of money or capital by individuals and businesses around the globe.

HOSPITALITY BUSINESS MANAGEMENT

Master the fundamental of operating hotels, restaurants, managed services venues, and tourist destinations in the U.S. or around the world. The School of Hospitality Business Management consistently ranks among the top 5 percent of the 170 similar programs in the nation.

INTERNATIONAL BUSINESS

Study the markets, people, and places involved in trade, commerce, and exchange and understand the role of cultural, political, and economical aspects of business.

MANAGEMENT

Prepare for a career as a professional manager as you learn about team dynamics, how to motivate others, and strategies to build, manage, and lead effective teams. We offer two management tracks: Human Resource Management or Innovation and Change.



MANAGEMENT INFORMATION SYSTEMS

Analyze business processes and then design, develop, implement, and manage the information systems that support organizational needs.

MARKETING

Monitor and investigate the changing needs of commerce and promotion and create products and services designed to meet those needs. Marketing involves sales, advertising, promotion, retail management, marketing research, pricing, physical distribution, new product introduction, branding, international business, and e-commerce.

SENIOR LIVING MANAGEMENT

Senior Living is a growing, dynamic industry where residents 55+ make their homes in independent, assisted living, or memory care communities. This residential model promotes active, social interaction among residents and their families, while providing a safe and caring environment. Managers and professional staff make a positive difference for residents and enhance the quality of their lives on a daily basis.

WINE AND BEVERAGE BUSINESS MANAGEMENT

A major in wine and beverage business management—a first-of-its-kind interdisciplinary degree—brings together viticulture, enology, and business. Learn about a broad range of wine business and related functional areas, from the management of wine production to the identification and distribution.

Minors

[Business Administration](#)

[Entrepreneurship](#)

[Hospitality Business Management](#)

[Human Resource Management](#)

[Wine and Beverage Business Management](#)

Certificates

[Business Behavior Research](#)

[Global Leadership](#)

[Professional Sales](#) (Vancouver only)



Programs & Services

WHY WSU? WHY CARSON COLLEGE?

- ◆ Employer-focused business education
- ◆ Team dynamics, managing big data, effective communications
- ◆ Gain marketable skills and experiences
- ◆ Internships, industry work experience, study abroad, research opportunities
- ◆ Professional development and career networking
- ◆ Career fairs, employer previews, company site visits, networking events, professional mentors, business competitions, industry speakers, student business clubs
- ◆ Resource center to support student success
- ◆ Academic & career advising, tutoring, peer mentors, scholarships

BUSINESS EDUCATION

From the day you arrive on campus, you will be immersed in employer-focused business classes. Here's what you can expect in your first two years:

Year 1

- BA 100 Introduction to Business—*an interactive class exposing you to business simulations and case studies*
- HBM 101 Professional & Career Development for the Business World
- BA 102 Exploring Careers in Business—*see how your interests and abilities fit with business majors/careers*

Year 2

- BA 201 Ethical Business Decisions & Values
- BA 202 Effective Teams: Leading & Supporting Roles
- BA 203 Managing Change & Innovation
- BA 204 Data Analysis & Strategic Decision Making
- BA 205 Spreadsheets & Data Management
- BA 206 Data Visualization
- ACCTG 230-231 Financial & Managerial Accounting
- BLAW 210 Law & the Legal Environment
- MGTOP 215 Business Statistics
- MIS 250 Managing Information Technology



CARSON CAREER AMPLIFIER PROGRAM

What Carson Cougs do outside the classroom is just as important as what they do inside. To be competitive in the internship and job market, career management plays a critical role. Career planning and goal setting begins in Year 1 with HBM 101 and BA 102. Over the next three years, you will gain skills in leadership, team dynamics, effective communication, professionalism, and industry-specific experience. Through the Carson Career Amplifier Program, you will participate in progressively challenging activities that will grow and develop your professional skills and prepare for the job market.



Here's an example of how this works:

TIER 1

Learn about business clubs you may be interested in.

TIER 3

Volunteer to coordinate an event or run for a leadership position.

TIER 2

Become active in your business club. Attend events and programs hosted by your club.

TIER 4

Be a leader for your club; mentor and train the next club leaders.

CRIMSON PATHWAY 1 & 2

Transfer student programs.



The Carson Coug Experience

GLOBAL PERSPECTIVE

Business graduates are expected to work with customers and coworkers from around the world and conduct business with a global mindset. As a Carson Coug, you can gain this global perspective by studying business with WSU professors in Switzerland, South Korea, Thailand, China, Italy, Greece, and many other locations.

Carson College Facts

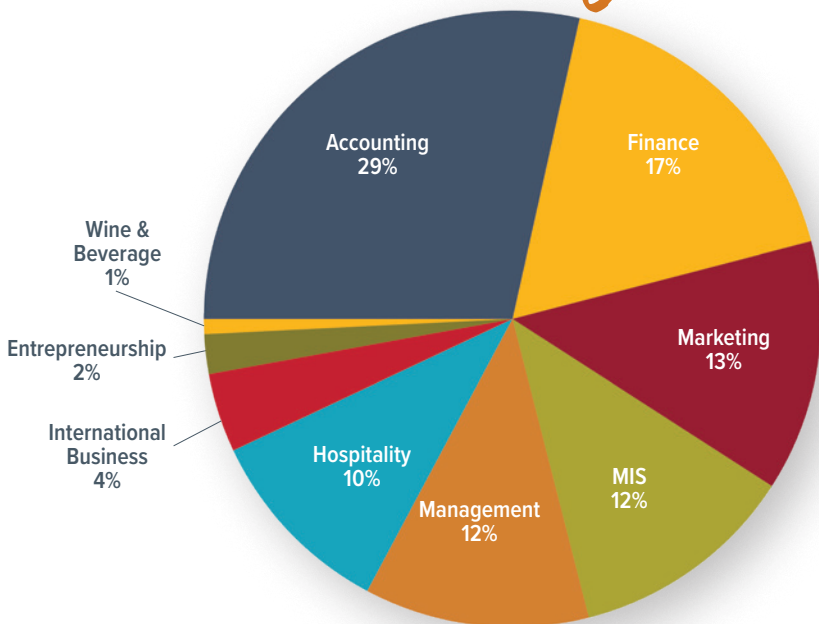
90% of the class of 2019 were placed in jobs

30% of WSU students studying abroad are Carson College Cougs

1,068 Bachelor's degrees conferred annually

\$819,678 Scholarship dollars awarded last year

Students by major:



CARSON CENTER FOR STUDENT SUCCESS

A major in business will be both rewarding and challenging. Through the Carson Center for Student Success, you have access to the resources and guidance—all in one location—to help you succeed both academically and professionally. The Carson Center offers:

- ♦ Academic advisors to educate you on your degree requirements and support your academic growth and development
- ♦ Career consultants to help with interviewing skills, major exploration, career planning and goal setting, networking, job negotiation, and professionalism
- ♦ Study abroad coordinator to help you explore international experience options that align with your career goals
- ♦ Scholarship coordinator to guide you through financial aid resources
- ♦ Tutoring for challenging business courses
- ♦ Peer mentors to gain insight from an experienced business student
- ♦ Career fairs, employer previews, company visits, and networking events
- ♦ Comfortable spaces to study and meet with other students

Companies that hire Carson Cougs:



Fisher Investments



MOSS ADAMS LLP
Certified Public Accountants | Business Consultants



See for Yourself!

LEARN MORE ABOUT BUSINESS:

Learn more about a specific major by attending a virtual presentation offered spring 2021.

website: business.wsu.edu

email: cb.recruiting@wsu.edu

Connect with Us!



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WSU Carson College of Business



WSU Carson College of Business Students and Alums



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WASHINGTON STATE UNIVERSITY

