



School of Arts and Sciences

ARTS AND SCIENCES/ BUSINESS DUAL MAJOR

www.cba.pitt.edu/programs

Are you interested in a liberal arts education but would like the advantages of studying business management? The School of Arts and Sciences and the College of Business Administration jointly offer an innovative program that gives you the benefits of both. The Arts and Sciences/business dual major is a challenging four-year program that enables you to complete the requirements for any Arts and Sciences major while completing a specially designed major in business.

Through a liberal arts education, you gain an understanding and appreciation of a wide range of subjects, such as political and social history, literature, philosophy, art, foreign culture, the natural sciences, and mathematics. While exploring these and other disciplines, you also strengthen your skills in reading, writing, and analysis. The University of Pittsburgh School of Arts and Sciences offers more than 50 majors, including psychology, urban studies, English writing, computer science, economics, history, and foreign language and culture majors such as Chinese, Japanese, Spanish, and Russian, to name a few.

The carefully designed business curriculum provides a broad introduction to the business field without requiring students to specialize in any one area. Topics covered include the primary functions within a business (marketing, finance, information systems, operations management, and human resources), as well as the roles, responsibilities, and analytical tools required in management careers. While completing the Arts and Sciences/business dual major, you fulfill all Arts and Sciences general education requirements, the requirements for an Arts and Sciences major, and the major in business. You receive a BA or BS degree based on the particular Arts and Sciences major you pursue. With careful planning, most students fulfill the requirements for graduation within four years. Upon graduation, your dual major uniquely qualifies you to enter a business world that is increasingly global in nature or pursue a graduate degree.

Suggested Course Sequence for the Business Major

Business Prerequisite Courses:

These four courses should be taken in the freshman year or as soon as possible.

ECON 0100 Introduction to Microeconomic Theory

Introduction to principles of economic analysis as applied to the study of prices and markets. The course builds a theoretical basis for understanding producer and consumer behavior, and prepares students to appreciate the importance of markets in our economic system.

ECON 0110 Introduction to Macroeconomic Theory

This course introduces you to the basic analytical tools of macroeconomic theory and their uses in economic policy. Topics covered include the determinants of aggregate spending, construction of the decision model, unemployment, inflation, and monetary and fiscal policy.

One of the following two math courses:

MATH 0120 Business Calculus

With applications to business and economics, this calculus course introduces the basic concepts of limits, continuity, differentiation, integration, maximization, minimization, and partial derivatives.

MATH 0220 Analytic Geometry and Calculus I

This course is the beginning of a sequence of three basic calculus courses. It covers the derivative and integral of functions of one variable and their applications.

STAT 1100 Statistics and Probability for Business Management

Students examine statistical models, descriptive statistics, and data analysis, and use a statistical computer package to analyze management data.

Business Courses:

You will determine the sequence of these courses in conjunction with the Arts and Sciences/business advisor.

Sophomore Year

BUSACC 0030 Financial Accounting

This course helps students become informed users of firms' external financial accounting reports. The basic structure and contents of such reports and the process by which they are prepared will be studied.

BUSACC 0040 Managerial Accounting

By using textbook material and real-world examples for extensive problem solving, this course introduces you to basic cost accounting. Topics include product costing, cost allocation, budgetary control, responsibility accounting, and the use of cost information in resource allocation and other managerial decisions.

BUSQOM 0050 Quantitative Methods

This course covers two basic business disciplines, optimization and simulation, and examines various modeling concepts used in finance, marketing, and operations. Topics covered include linear programming, models of "go/no go" and location decisions, "what if" analysis, multiple criteria decision-making models, and queuing models.

BUSENV 0060 Managerial Ethics and Stakeholder Management

Students examine the social, political, and legal connections among the business institution (especially the corporation) and the environment. Topics typically include ethical and value issues in business, the social responsibility of business, business-government relationships, and the management of stakeholder relationships and corporate social policy.

Junior Year

BUSECN 1010 Business Economics

Primarily an applied microeconomics analysis course, this course emphasizes the development of economic tools and concepts that can be used in the firm's management decision-making process.

BUSORG 1020 Organizational Behavior

In looking at human behavior at work, students learn about problems and theories relating to leadership, motivation, teamwork, work roles, job enrichment, employee participation, and work and nonwork integration.

BUSFIN 1030 Introduction to Finance

The problems and tools of financial decision making by individuals and firms are examined in this course, including the firm's role in the market system, the welfare of investors and society, decision making between alternative investment projects, capital budgeting decisions, and the structure of capital asset prices.

BUSMKT 1040 Introduction to Marketing

Students learn the roles of marketing in the economy and the firm, and develop a rationale for a marketing perspective as a guide to organizational and individual decisions. Topics covered include marketing environment, strategic planning, market segmentation, product development, pricing, distribution, promotion, and consumer decision making.

BUSMIS 1060 Introduction to Information Systems

Information technology (IT) is a key component and enabler of business transformation. This course focuses on how business processes can be (re)designed and business decisions can be supported with emphasis on the IT perspective.

Senior Year

BUSHRM 1050 Human Resources Management

By viewing human resources management as an integral part of the basic management process, students develop managerial skills for establishing personnel policies. Topics covered include human resources planning and forecasting, job information systems, recruitment and selection, compensation, legal framework, and evaluation.

BUSQOM 1070 Operations Management

We explore the fundamental problem of any manager: taking raw material and transforming it efficiently and effectively into products that satisfy the customer. Topics include bottleneck and capacity analysis, decoupling workstations, economies of scale in material handling and distribution, reorder point computations, distribution and logistics management, and scheduling.

BUSSPP 1080 Strategic Management

This course focuses on corporate and divisional policy formulation and implementation, applying knowledge and techniques learned in earlier courses to the process of strategic decision making and organizational change. It covers the relationship of organizations to their environment, the hierarchy of organizational objectives, structured and informal approaches to strategic planning, integration of business functions, and policy implementation and evaluation.

Applying

Admittance to the Arts and Sciences/business dual major program is achieved after your freshman year. Qualified students earn at least 24 credits, maintain a grade point average of 3.00 or better, and have completed the majority of the business prerequisite courses, also with a 3.00 grade point average.

For more information about the dual major, contact:

University of Pittsburgh
College of Business Administration
Michael McDermott, Academic Adviser
2600 Sennott Square
Pittsburgh, PA 15260
412-383-8811
www.cba.pitt.edu/programs

For more information about other majors, contact:

University of Pittsburgh
Office of Admissions and Financial Aid
Alumni Hall, 4227 Fifth Avenue
Pittsburgh, PA 15260-6601
412-624-PITT
E-mail: oafa@pitt.edu
www.oafa.pitt.edu

Special Opportunities

Internships

In preparing for a business career, work experiences are a valuable development opportunity. An internship is an excellent way to explore a particular career interest at a professional level, as well as develop the skills necessary for effective performance later on. Students at the University of Pittsburgh benefit from a wide array of internship opportunities offered by diverse organizations within the Pittsburgh area.

Professional experience may be obtained in business, the nonprofit sector, communications, entertainment, health care, education, and other areas. A small sampling of recent opportunities includes: KDKA, The Bank of New York Mellon, PNC Financial Services Group, UPMC, the University of Pittsburgh, Pittsburgh Civic Light Opera, *Pittsburgh Tribune-Review*, American Eagle Outfitters, Disney College Program, Merrill Lynch, the Carnegie Science Center, Parker/Hunter, and the National Aviary. Pitt's Office of Career Services maintains information on available internships, and offers programs in career development and professional skills training.

Campus Activities

Employers today seek graduates with a demonstrated leadership record. Pitt provides many opportunities for students to get involved in campus life, and to participate in activities and clubs that interest them. Currently, students choose from more than 400 organizations available on campus, including social, political, professional, athletic, service, honors, and governance organizations. Students also may consider membership in business-specific organizations such as Alpha Kappa Psi, Delta Sigma Pi, and Phi Chi Theta professional business fraternities, Roberto Clemente Minority Business Association, Women in Business, and others.

International Options

Dual-major students benefit from many international opportunities at the University and within the business school. Students may opt to pursue a foreign language (like Chinese, French, German, Italian, Hebrew, Japanese, Polish, Portuguese, Russian, or Spanish, among others), or complete an area studies certificate through the University Center for International Studies. Area studies certificates allow students to gain and demonstrate knowledge of another part of the world. Certificates are offered in Asian, African, Latin American, Russian and Eastern European, Western European, European Union, and global studies, and may be completed in conjunction with the Arts and Sciences/business dual major program.

The Joseph M. Katz Graduate School of Business was one of the first five programs nationally to be designated an International Business Center by the U.S. government. This makes the Katz School a focus for international business research, curriculum development, conferences, and overseas exchanges. Business students benefit both from the Katz School's status as a leader in the international business arena and from interaction with faculty who teach and provide consulting services throughout the world.

Dual-major students also are encouraged to consider a semester abroad. Below are just a few examples of programs in which Pitt business students have recently participated:

Pitt in London Program

Bond University, Gold Coast, Queensland, Australia

Pitt-Kansai Gaidai University Exchange Program in Kyoto, Japan

Denmark's International Study Program in Copenhagen, Denmark

IES European Community Program in Freiburg, Germany

IES Dijon Program in Dijon, France

Also, you may choose to study abroad focusing on your other major. There are many options that exist for second languages, economics, psychology, communication, or whatever you choose to study! Students also have gained valuable experience by interning abroad.