



COLLEGE OF BUSINESS PROGRAMS OF STUDY

PROGRAMS OF STUDY

BACHELOR OF SCIENCE:

- Accounting
- Business Administration
- Business Economics
- Computer Information Systems
- Finance
- Management
 - Business Management
 - Entrepreneurship
 - Human Resources Management
- Sustainable Supply Chain Management
- Marketing
 - Key Account Development
 - Sports Marketing
 - Marketing Analytics
 - General Marketing

MASTER OF BUSINESS ADMINISTRATION (MBA)

MASTER OF PROFESSIONAL ACCOUNTANCY (MPA)

DOCTOR OF BUSINESS ADMINISTRATION (DBA)

BUSINESS MINORS:

- Accounting
- Business Administration
- Computer Information Systems
- Economics
- Entrepreneurship
- Finance
- Management
- Marketing

RECRUITING COMPANIES (Partial List)

- | | |
|---------------------------------|------------------------------|
| Abercrombie & Fitch | Haynes International |
| Axiom Corporation | Hibernia National Bank |
| Alltel | Internal Revenue Service |
| American National Ins. Co. | International Paper Company |
| Bankers Life and Casualty | Johnson & Johnson |
| Bollinger Shipyards, Inc. | JP Morgan Chase |
| Brookshire's Grocery | KPMG |
| CenturyTel | Lockheed Martin Missiles |
| Chase Manhattan Motg. | Modern Woodmen of America |
| Cinas Corporation | New York Life Insurance |
| CLECO Corporation | Rite Aid Corporation |
| Cole, Evans, and Peterson | Shaw Group |
| Dillard's Department Store | Sherwin Williams |
| Eastman Chemical Company | Target |
| Edward Jones | Temple-Inland, Inc. |
| Entergy Corporation | Tyson Foods |
| Enterprise Rent-A-Car | US Army Corps of Engineers |
| ExxonMobil Corporation | Walgreens |
| Federal Bureau of Investigation | Wal-Mart Information Systems |
| Federal Highway Administration | Wells Fargo Financial |
| Footlocker | Wyle Laboratories |
| Fruit of the Loom | |



COLLEGE OF BUSINESS MISSION STATEMENT

Our mission—indeed, our passion—is the continuing advancement of the quality and relevance of our teaching and research, and of our relations with constituents. We seek to fulfill these aspirations through discovering new knowledge, creating meaningful learning experiences, preparing our students for successful professional careers, developing mutually beneficial partnerships, and **Building Distinction** by enhancing the reputation of the College.



"A private school education at a public school price."



College of Business
502 West Texas Avenue
P.O. Box 10318
Ruston, LA 71272

Dr. Chris Martin
Dean of the College of Business
(318) 257-4526
Fax (318) 257-4253
www.business.latech.edu



COLLEGE OF BUSINESS

LOUISIANA TECH UNIVERSITY



COLLEGE OF BUSINESS OPPORTUNITY

ACCOUNTING

Why study Accounting? Job security. Because everyone needs an accountant and not just during tax season. Accountants are the heart of any business, keeping track of not only money coming in and going out, but equipment (where is it? when should we replace the old one?), ensuring that the firm is following regulations, and helping employees plan for the future. Looking for excitement? Forensic accountants work with police and federal agencies to locate stolen or hidden funds in a world where money is transferred to parts unknown in the blink of an eye.

At Louisiana Tech we can prepare you for this and so much more whether you want to work in the private sector helping a business prosper, as a tax specialist, for a commercial bank, or for the Federal Government. Call us today (or visit our website: Google "LaTech Accounting") to learn more about what we can do for you. It just adds up!

ECONOMICS

Why learn Economics? To be a Problem Solver! Economics is the most mysterious of all the College of Business disciplines because most people really don't know what economists do. In short: economists solve problems no one else has ever thought about before, and at Louisiana Tech, we supply our Econ majors with the tools and knowledge to do just that! As of 2014, econ majors had the 4th highest average starting salary of any major at Louisiana Tech. Furthermore, econ majors are in high demand because of their big-picture, data-driven approach to solving problems.

Economics is exciting and if you'd like to learn more, call us today (or visit our website: Google "LaTech Economics"). We're ready to meet your demand!

FINANCE

Why study Finance? Because you can work in any city in America! Every business needs someone who understands finance. For example: what to do with business profits? The finance major can help the company decide whether to invest the money, return

it to stockholders, or to spend the money expanding the firm or replacing outdated equipment. Every bank needs and hires finance majors, and banks are everywhere a Finance graduate might wish live including North Louisiana. But what if you are one of those rare persons who just wants to get rich? Then once again, Finance is for you as it is a top five career when looking at income over a ten-year period! If you'd like to learn more about Finance at Louisiana Tech, call us today (or visit our website: Google "LaTech Finance"). It's a great investment!

MANAGEMENT

Management. Because who doesn't want to be the boss? Running a business is easy... motivating and managing people is hard. That's why Louisiana Tech Management graduates are in high demand. Because we train future managers to apply the concepts developed in psychology to the workplace. Don't want to be a corporate boss? That's ok! We also have specialized concentrations. Human Resource Management teaches students to navigate the often confusing world of regulation in order to help and aid their fellow employees, while our concentration in Entrepreneurship prepares students to take the helm of their very own business. Wherever you want to land in the business hierarchy, we can help you achieve it! If you'd like to learn more about Management at Louisiana Tech, call us today (or visit our website: Google "LaTech Management"). Call now, because time is money!

MARKETING

Marketing! Now New and Improved! Americans produce more and more products every year, and it's the clever and witty Marketing professional who convinces us that we not only want this new item, we need it. But wait, there's more! Students can concentrate in General Marketing, Key Account Development (the Mad Men style of focusing on a few big clients), Sports Marketing, and Marketing Analytics (for those who might like to mine data in social networks or maybe do marketing research). Whatever your preferred approach we're ready to help! To learn more about Marketing at Louisiana Tech, call us today (or visit our website: Google "LaTech Marketing"). Operators are standing by!

SUPPLY CHAIN MANAGEMENT

Sustainable Supply Chain Management? What is that? Have you ever wondered how huge stores with thousands of locations always seem to have just the right amount of product on their shelves... not too much, not too little? That is the magic of a Sustainable Supply Chain Management graduate. Imagine a car company. They need to have inputs arrive at the factory to be turned into new automobiles, but they don't want the materials to arrive too fast (it would pile up in the parking lot), or too slow (production would come to a halt). The SSCM graduate makes everything flow perfectly whether it's Wal-Mart, or Toyota, or the United States Military ensuring that supplies reach soldiers in the field at exactly the right time! If you'd like to learn more about Sustainable Supply Chain Management at Louisiana Tech, call us today (or visit our website: Google "LaTech Sustainable Supply Chain Management"). We're ready to supply you with information!

COMPUTER INFORMATION SYSTEMS

Computer Information Systems: Much more than The IT Crowd. CIS majors are much more than just the people who keep our office computers up and running. CIS managers design and build entire networks which can span the country or the world. Systems Analysts are at the forefront of technology bringing new ideas, and cool new devices, to the workplace, while Web Developers bring the internet to life. If a student is looking for something more challenging, majors who concentrate in Information Security Analysis are the guardians who protect our data from those who wish to steal whether they be an Anonymous source or your Big Brother. To learn more about Computer Information Systems at Louisiana Tech, call us today (or visit our website: Google "LaTech CIS"). Don't be pwinded in the job market!

BUSINESS ADMINISTRATION

Business Administration: A well-rounded approach. The Business Administration program at Louisiana Tech gives the student a little bit of all the other majors, so a graduate could step into entry level position at many different places. To learn more about Business Administration at Louisiana Tech, call us today (or visit our website: Google "LaTech Business Administration").