

The Department of Business Management and Marketing provides students with quality education to prepare them for entrepreneurship and careers in management or marketing. The curriculum is designed to ready students to compete effectively in a global business environment. Majors include:

B.A. in Business Management

The Business Management major provides students with opportunities to advance professionally in managing private, public, and non-profit organizations. It also motivates students to become entrepreneurs. Along with a major emphasis on leadership, team dynamics, business ethics, and decision making, this major focuses on the application of business skills.

B.A. in Marketing

The Marketing major provides students with knowledge of marketing strategies and prepares them for entry into professional careers. Our graduates pursue careers with advertising firms, research organizations, retail and wholesale establishments, service organizations, manufacturing companies and non-profit organizations. They also become entrepreneurs.