

TERRY COLLEGE OF BUSINESS

MAJORS

ACCOUNTING

The J. M. Tull School of Accounting prepares students for careers as professional accountants, whether as tax experts, members of management, computer systems specialists, or as certified public accountants. The curriculum acknowledges that accountants also need to be competent business people. Thus, the academic program includes a significant exposure to courses in business, economics, and management and is designed to give the student an understanding of the theory of accounting as it is used in our society. An accounting education provides an excellent background for non-business professions, such as law, and is helpful for advancement to top-level management positions. Because of the various areas within accounting, BBA students are given a broad background of accounting classes to provide the basic tools to enter an accounting position. Should a student wish to specialize in a specific area, he or she would need to pursue the Master of Accountancy that allows specializations in Audit, Taxation, or Systems. The Tull School of Accounting was recently recognized as having the #1 pass rating for the CPA exam in all public institutions.

ECONOMICS

Economics includes the study of the ways in which people make a living, the production, distribution, and consumption of goods and services, and the analysis of inflation, unemployment, and efficient use of natural resources. For students interested in business careers, Economics (BBA) is an essential foundation for business education. Similarly, when it is viewed in the broader sense of a liberal arts education, Economics (AB) is a core discipline and an integral part of a well-rounded course of study. Economics majors develop both analytical and communication skills while focusing on the application of economics to the real world. In addition to foundational courses in economic theory, the Economics Department offers classes that reflect broader interests, including environmental economics, sports economics, game theory, economic analysis of law, urban economics, and the economics of education. The Economics Department also offers areas of emphasis in Public Policy and in Consulting.

FINANCE

Finance is a broad term that describes two related activities – 1) the study of how money is managed, and 2) the actual process of acquiring needed funds. Because individuals, businesses, and government entities all need funding to operate, the field is often separated into three subcategories: personal finance, corporate finance, and public finance. All three categories are concerned with activities such as the pricing of assets, decisions on how firms should decide what projects to undertake and how to fund those projects, decisions on appropriate investment strategies by individuals and institutions, and how financial markets work both domestically and internationally. The UGA Finance Department curriculum provides students with an enhanced understanding of the interdependent disciplines of financial management, financial markets and institutions, and financial planning. This knowledge helps students sharpen their analytical skills, broaden their comprehension of today's markets, and develop a foundation for advanced scholarship and research.

MANAGEMENT

The Terry College Bachelor of Business Administration in Management provides students an excellent business education designed to advance them into future leadership roles in enterprise as an individual, scholar, and professional. The primary objective of the major is to help students develop the global perspective, problem-solving skills, and versatile knowledge base needed to manage and lead the modern organization. Management is a general business major and graduates with this degree work in a variety of industries including banking, hospitality, insurance, logistics, retail, and transportation. The Management Department offers areas of emphasis in Human Resource Analytics Management and in Operations/Supply Chain Management.

MANAGEMENT INFORMATION SYSTEMS

A Management Information Systems (MIS) major prepares students for a future as information systems professionals, innovators, and managers. The coursework choices also provide preparation for a variety of technical leadership positions. The program is interdisciplinary in nature with specialized training in information systems, information management, and information technology so that graduates can ultimately assume managerial positions and provide leadership in information systems innovation. Management Information Systems is a rapidly growing industry and a very competitive and rewarding field. The Management Information Systems Department offers areas of emphasis in Data Analytics and in Information Security.

MARKETING

Marketing focuses on the process by which consumer and business needs for products and services are anticipated and satisfied. Marketing stresses research and analysis to understand consumer behavior and then uses that analysis to design, price, promote and make available products or services that meet consumer demands. The discipline includes such topics as new product development, sales, pricing, advertising, distribution, etc., and can lead to careers in research, sales, advertising, retail management, merchandising/buying, product planning, logistical management, public relations, hospitality, consumer development, event planning, social media and many other fields. The Marketing program at UGA offers emphasis areas in Professional Selling (sales) and in Digital Marketing, which may be obtained through completing specific coursework and internship requirements. Marketing majors may also pursue electives related to market research.

REAL ESTATE

The Real Estate program has a strong reputation for the quality of the educational experience provided to their students. Real Estate is the study of site selection, acquisition (lease or purchase), management and disposition of real property. Many people assume that a career in real estate translates to the selling of residential houses. Becoming a residential real estate agent is an option, but not the only career path available. The study of real estate can lead to opportunities in any of the following areas and more: residential property management, commercial property management and sales, mortgage banking, brokerage, leasing, appraisal, and site location and procurement. The Real Estate major at the University of Georgia is consistently ranked #4 or #5 in the nation among all institutions.

RISK MANAGEMENT/INSURANCE

Risk management and insurance professionals focus on the function of executive leadership in handling risks facing the business enterprise. The risk management and insurance industry offers careers that help individuals and businesses manage (or anticipate) risk to protect themselves from catastrophic losses. These professionals help clients understand their insurance needs and options. The first thing that comes to mind for most people when they think of jobs in insurance is sales - but that's only one aspect of the field. Other areas include consulting, underwriting, asset management, human resources, customer service, actuarial and legal services. Some Risk Management majors pursue related Terry College certificate programs, such as the Certificate in Legal Studies or the Actuarial Science certificate. These qualifications require specific coursework and are closely tied to the student's career interests. The Risk Management and Insurance major at the University of Georgia is consistently ranked #1 or #2 in the nation among all institutions.

APPLICATION ELIGIBILITY REQUIREMENTS

Students who meet the following application eligibility requirements are considered eligible to apply; meeting these minimum requirements does not guarantee admission to a Terry BBA major.

- Currently enrolled at UGA (You must be an accepted, enrolled student at UGA before you can apply to a major in the Terry College of Business.)
- 2.60 or higher overall grade point average (transfer and UGA coursework) must be posted to applicant's current UGA academic record by the application deadline
- 2.00 or higher cumulative grade point average (UGA coursework only or no UGA GPA for new transfer students) must be posted to applicant's current UGA academic record by the application deadline
- Complete (or be in progress of completing) BBA General Education Curriculum I-VI*
- Complete MATH 1113 (Precalculus) or an exact equivalent; a grade (or exemption) must be posted to UGA academic record; Business Calc/Survey of Calc do not satisfy this requirement
- Complete ACCT 2101; a passing grade must be posted to UGA academic record by the application deadline
- Complete or be currently enrolled in MSIT 3000

Standardized Testing: Students are required to submit ACT or SAT scores and sub-scores to the University prior to being considered for admission to a major in the Terry College. In addition to required ACT/SAT scores, students may also supplement their application by submitting a score from the ETS Proficiency Profile if they believe their ACT/SAT scores do not represent their current performance level. The ETS Proficiency Profile is a standardized, multiple-choice assessment of the academic skills developed in General Education Areas I-IV of the core curriculum (reading, writing, critical thinking, and mathematics). Contact the UGA Testing Center online at <https://testing.uga.edu/> to schedule an appointment and with all questions regarding testing times and costs. Sample questions can be found at <https://www.ets.org/s/proficiencyprofile/pdf/sampleques.pdf>. The ETS may be taken a maximum of twice per major application cycle.

* Students may apply if they are enrolled in coursework that fulfills these requirements. Students who withdraw from any of the above eligibility criteria courses will not be admitted to a Terry College of Business major. Applicants currently enrolled in ACCT 2102 will be evaluated based on the grade in ACCT 2101. ACCT 2101 grade must be posted to the student's UGA academic record in order for the application to be considered.

CRITICAL INFORMATION

Required for a BBA Degree:

- Lower Division General Education Core Curriculum Courses (minimum 58 – 60 hours)
- Upper Division and Major Courses (minimum 60 hours)
- Physical Education (1 hour)
- Total required for a BBA = 120 Semester Hours plus PE credit

Terry College Graduation Requirements:

- Terry College Residency: 30 hours of Terry coursework satisfied through UGA
- BUSN 4900 or COMM 1100 or COMM 1500 or COMM 3200
- ECON 2100 or ECON 2200
- 2.00 Terry College grade point average (Terry College prefix courses satisfied through UGA for BBA degree requirements)

University-wide Requirements:

- UGA Residency: 45 of last 60 semester hours earned are to be satisfied through UGA – does not include PE credit
- American and Georgia History (may be satisfied with HIST 2111 or 2112)
- Federal Constitution (may be satisfied with POLS 1101, if completed in Georgia)
- Georgia Constitution (may be satisfied with POLS 1101, if completed in Georgia)
- Environmental Awareness Requirement (Terry course ECON 2100 satisfies Environmental Awareness Requirement)
- Experiential Learning Requirement
- Cultural Diversity Requirement (Terry course ECON 2200 satisfies Cultural Diversity Requirement)
- Physical Education – one hour
- 2.00 University of Georgia cumulative grade point average for graduation certification

HOW TO GET TRANSFER COURSEWORK EVALUATED

- First, please check the transfer equivalency website located on UGA Admissions website: https://www1.admissions.uga.edu/transfer_equiv/TransferEquiv/Index
- If you are transferring from a USG (University System of Georgia) institution, UGA applies core-to-core transfer of these courses. Please find more information on USG institutions here: <http://www.usg.edu/inst/>

WHAT TO DO PRIOR TO TRANSFERRING TO UGA

- It is recommended that you transfer to UGA as soon as possible.
- If you are at a USG institution, it might best serve you to work on your core courses.
- It would be a good idea to satisfy the MATH 1113 requirement, so that you are not delayed as far as eligibility for the Terry major application.
- Please keep in mind that the transferring in of business courses is up to the discretion of the major departments and usually no more than 1 can be transferred in, if any.
- Upon acceptance to UGA you will schedule an orientation session through UGA Admissions. At orientation you will meet with an intended business advisor who will assist you in designing a schedule for your first semester, evaluating where you stand on Terry major application eligibility requirements, and giving you a timeline to apply to a major.
- Please note that admission to UGA does not guarantee admission to a Terry major.

CONTACT INFORMATION

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Schedule a Terry Tour of the new Business Learning Community to see the Terry College campus and learn more about business programs at <https://www.terry.uga.edu/undergraduate/blc-tours.php>.