

OUR COLLEGE OF BUSINESS

will provide you with a strong foundation to succeed in today's fast-paced, technologically-driven business environment. Small classes, state-of-the-art instruction, flexible schedules, diverse student body, and hands-on experience prepare our students to excel in all aspects of the business world.

Today's business leaders are multi-talented individuals who have varied responsibilities and face many diverse and exciting challenges. Through a combination of theory, real-world application, and practical relevant course work, at Stony Brook you will develop the tools you need to become an effective innovator, decision-maker, and business leader. Qualified Stony Brook undergraduates can choose to major or minor in Business Management, or enroll in our fast-track M.B.A. combined degree program.

College of Business programs extend to the far corners of the globe as a result of our relationships with business schools overseas. Because most businesses today are global in nature, we encourage our students to spend a summer or semester studying abroad to learn about business in China, India, Korea, Africa, Europe, or the Middle East.

Stony Brook's expert faculty are first-rate scholars, as well as experienced entrepreneurs and executives, highly regarded for their expertise in key business disciplines. Our professors hail from a variety of reputable companies like Citibank, AT&T, Boeing, IBM, Xerox, Chase Manhattan Bank, PNC Bank, Symbol Technologies, Ericsson, Hewlett Packard, Exxon, Deutsche Bank, and Merck.



Academic Programs

The Business Management Major

The Business Management major is designed for the student who wishes to enter the business arena equipped with substantial knowledge and skills across the full spectrum of business disciplines. Businesses need managers who are effective, creative, disciplined and well-educated. The Business Management major gives students the necessary career skills to obtain diverse and innovative managerial and professional positions in all areas of business. Career opportunities include management positions in manufacturing companies, business and management consulting, financial planning and banking, sales management, marketing and personnel administration.

Stony Brook University has offered the Business Management major since 1988.

Enrollment in the major has grown steadily since its inception, as has its recognition by academia and business. It is now the fourth largest undergraduate major at Stony Brook.

Leaders in all economic sectors urge business students to broaden their understanding of the world by exploring non-business subjects. The Business Management major, combined with Stony Brook's liberal arts education, prepares you to manage effectively in the world's competitive marketplaces.

The major in Business Management offers students a solid foundation of essential business concepts and applications. In addition to courses in statistics, decision sciences, and general management, students study the fundamentals of four business functions: accounting, finance, marketing, or operations. Majors have an opportunity to

concentrate in one of these four business specializations. The knowledge gained in the concentration assists students to gain employment in that area of a business. Business majors are also required to minor in a discipline outside of business.

Admission To The Major

Qualified freshman and transfer students who have indicated their interest in the business management major on their applications are accepted directly into the major upon admission to the University. Students who did not apply for the major, and those who were not accepted into the major when they entered the University, may apply to the major at any time during their academic career provided that their cumulative grade point average is 3.10 or higher (including any coursework completed at other institutions).

Use the following chart to assist you with the selection of your specialization:

Career Opportunities	Attributes	Specialization
Marketing Manager, Public Relations, Distribution Manager, Sales, Sales Promotion, Product Manager (New Product Developer, Business Development Analyst), Competitive Analyst, Marketing Research Analyst.	Good verbal and written skills, Creativity, Deal with ambiguity, Strong analytical skills, People skills.	Marketing
Banking and Financial Operations, Business Systems Analyst, Logistics Specialist, Buyer/Planner, Retail Department Manager, Manufacturing Supervisor, Manufacturing Engineer/Supervisor.	Strong analytical skills, Seek efficient ways to accomplish goals, Goal oriented, Logical thinker, Detail oriented, Like to manage, Strong quantitative skills.	Operations
Staff Accountant, General Ledger Manager, Accounts Payable Supervisor, Accounts Receivable Supervisor, Internal Auditor, Tax Examiner, Revenue Officer (IRS).	Strong analytical and quantitative skills, Organized and structured, Ability to multi-task, Client oriented.	Accounting
Stock Broker, Financial Analyst, Currency Trader, Mutual Fund Administrator, Investment Banker, Commercial Banking, Portfolio Analyst, Corporate Finance, Financial Planning, Insurance, Money Management, Real Estate.	Quantitative skills, Communication skills, Strong problem solving skills.	Finance



The Honors Program in Business Management

The honors program in Business Management is oriented towards research. For admission to the program, students must be BUS majors with junior standing and have earned a cumulative g.p.a. of at least 3.30 through the spring semester of their sophomore year. Three BUS courses, BUS 110, 210, and 220, must have been completed with a cumulative g.p.a. of at least 3.30. Qualified students must submit an essay describing innovative ideas for business research and a letter of recommendation from a faculty member. The honors program curriculum includes a research methods course taken in the junior year and a two-semester honors research project and paper completed in the senior year. Students must maintain a 3.00 cumulative g.p.a. to remain in the program, but conferral of honors is contingent upon completion of all required courses with a g.p.a. of 3.50 or higher, both overall and in business management courses.

Business Management Minor

The minor in Business Management provides the student with a broader education and complementary knowledge in their business concentration. Business does not operate in isolation from other disciplines, but rather looks to the arts and sciences for insight into such important business topics as leadership, ethics, consumer behavior, information systems, mathematical models, and international relations.

INTERNATIONAL LEARNING EXPERIENCES

Business has become a global activity with markets booming in China, India, Korea, Brazil and Vietnam. We seek to educate students for a world where business takes place in every part of the world and across borders. We encourage students to study a foreign language and to take advantage of our study abroad program. Fortunately, the Stony Brook College of Business attracts students from all over the world, so students get an international experience right in our classrooms.

Fast-Track MBA Combined Degree Program

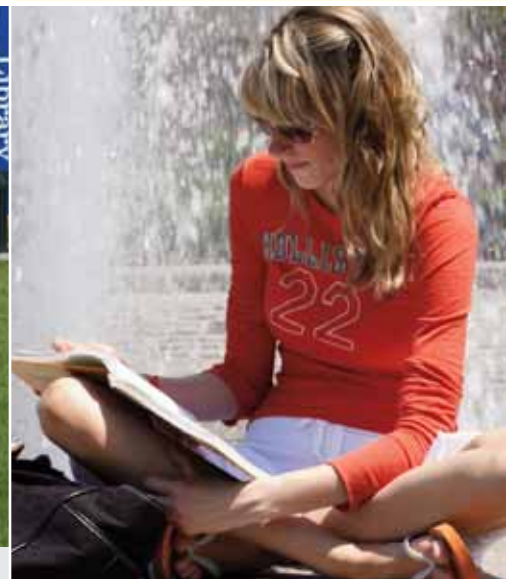
The University now offers an exciting combined degree program through the College of Business. Students earn an MBA, along with their choice of nearly any undergraduate major (B.A. or B.S.). Our “fast-track” MBA combined degree program enables students to earn their bachelor’s degree and MBA in just five years and a summer.

Undergraduate majors of particular interest to students enrolled in this program include: Applied Mathematics and Statistics, Computer Science, Biology, Economics, Information Systems, Political Science, Psychology, and Technological Systems Management, Journalism, Social Welfare, and Health Sciences.

Students begin the program with an intense ten-week summer program and earn 15 M.B.A. credits before the start of their senior year. Students also take 15 M.B.A. credits in their senior year. The program is taught by senior Stony Brook faculty and complemented by key executives recruited as visiting professors from throughout the tri-state region—industry leaders who have built stellar careers in today’s global business world.

THE WALL STREET JOURNAL

used an independent benchmarking system to evaluate how successful graduates of different colleges are in gaining admission to top graduate schools in medicine, law, and business. Stony Brook University performed very well under scrutiny. We ranked 8th among all public colleges and universities nationwide. Among all colleges and universities (a group of about 3,000 institutions), we ranked 86th. We like to think that this information confirms what we have known all along. Stony Brook is an excellent educational value and an excellent place to prepare for a future in business.



some of the Employers Who Love Our Graduates

3M Corporation
Abbott Laboratories
ADC Telecommunication
Ademco
Advanced Micro Devices Inc.
Aetna Inc.
Agilent Technologies
Air Worldwide Corp.
Alcott Group
Allstate
Ambient Labs, Inc.
Amerada Hess Corporation
American Express Company
Amer Institute of Physics
Amer Museum of Nat. Hist.
American Red Cross
American Tissue Corp.
Amgen, Inc.
AOL Time Warner
Applied Materials Inc.
Argonne National Labs
Arrow Electronics Inc.
Arthur Andersen
AT&T
Avis Group Holdings
B E AEROSPACE
Banc of America Securities
Bank of New York
Barclays Capital
Barnes & Noble Inc.
Barr Laboratories, Inc.
Bear Stearns & Company
Bell Atlantic
Best Food Company
Bloomberg Associates
Borders
Bristol-Myers Squibb Co.
Brookhaven National Lab.
Cablevision
Canon, Inc
Carnegie Hall Corporation
Caterpillar, Inc.
CBS Inc.
Cendant Corporation
Century 21
Chanel Inc.
Chase Investment Services
CIBC
Cisco Systems Inc.
Citicorp
Classic Sports Network
Coca-Cola Company
Collaborative Group
CompUSA
Computer Assoc. Internat'l
Converse Network Systems
Coors and Canada Dry Dist.
Corning Inc.
Costco Wholesale Corp.
Cox Radio, WBLI Radio LI
Daewoo Electronics Corp.
Dayton T Brown Inc.
Deutsche Bank
Digicom International
Discovery
Disney Publishing Worldwide
Dow Biopharmaceutical
Dow Jones & Co, Inc.
Eastman Kodak Company
Eli Lilly Pharmaceuticals
Empire Blue Cross Blue Shield
Enterprise Rent A Car
Estee Lauder, Inc.

FBI Laboratory
Federal Aviation Administration
Federal Highway Admin.
Federal Reserve
Fermi Nat'l Accelerator Lab
Fireman's Fund Ins. Co.
Fisher Price Brands
Forest Laboratories
GEICO Insurance
General Dynamics
General Motors North America
Girl Scouts of America
Goldman, Sachs & Co.
Hewlett Packard
Home Depot
HSBC Bank
IBM Corporation
Immigration & Nat. Services
Intel Corporation
International Business
Machines Corp.
John Hancock Financial Serv.
Johnson & Johnson
JP Morgan Chase & Co.
Kaplan Test Preparatory
Keyspan Energy
Konica Minolta Bus. Solutions
Lehman Brothers, Inc.
Liberty Mutual Ins Co.
Lockheed Martin Corp.
Los Alamos National Lab
Lucent Technologies
Macy's
Madison Square Garden
Memorial Sloan-Kettering
Merck Pharmaceuticals
Merrill Lynch & Company
Metlife
Microsoft Corporation
Moody's Investors Service
Morgan Stanley
Muscular Dystrophy Assoc.
Mystic Aquarium
National Institutes of Health
Nat'l Resch Council of Canada
National Security Agency
Nat'l Instit of Stand & Tech
Nature's Bounty
NEC Electronics Inc.
Nelson Air Devices Corp.
Neuroscience Research Inst.
New York Times Company
Newport News Shipbuilding
Newsday Inc.
NOAA
Nortel Networks
Northrop Grumman Data Sys.
Novartis Pharmaceuticals
Olympus
Oppenheimer Funds
Oracle Corporation
Pathway Executive Search
Pfizer Inc.
Philip Morris & Company
Philips Electronics Corporation
Photon Research Associate Inc.
Pinkerton Services Group
Pitney Bowes Inc.
Planet Media
Polytherm Corporation
Pratt & Whitney
Princeton Review
Prudential Ins. Co. of America

Quest Diagnostics Inc.
Random House Group, LTD
Red Cross
Redken Loreal USA
Renaissance Technologies
Rensselaer Polytechnic Instit.
Reproductive Science Assoc.
Roche Laboratories
Saad & Moss Entertainment
Saatchi & Saatchi Advertising
Salvation Army
Samsung America Inc.
San Diego Zoological Society
San Francisco Giants
Schering-Plough Corp.
Science Application Int'l Corp.
Science News Magazine
Scientific Marketing Corp.
Screen Actors Guild
Scripps Research Institute
Sears, Roebuck & Company
Securities & Exchange Comm.
Self Magazine
Seneca Nation of Indians
Sensitron Semiconductor
Sentry Technology Corp.
Sherwin Williams Company
Siemens Corporation
Sikorsky Aircraft
Sirius Satellite Radio
Smithkline Beecham Clin. Labs
Smithsonian Astrophy.Observ.
Solomon Smith Barney
Sony Semiconductor of America
Sony/Columbia House
Space Telescope Sci. Institute
Standard & Poor's
Standard Microsystems Corp.
Staples Incorporated
Starwood Hotels & Resorts
State Farm Insurance Co.
Sun Microsystems
SunAmerica Asset Management
Sunrise Assisted Living
Sunrise Medical Laboratories
Swiss Air & Sabena Airlines
Symbol Technologies, Inc.
T Rowe Price
Tap Pharmaceuticals Inc.
Target Sys. Technologies Corp.
TD Waterhouse Group
Telephonics Corporation
Thomas Publishing Company
Thomson Financial Corporation
TIAA-CREF
Time Capital Securities Corp.
Toxicology International Inc.
Toys 'R' Us
Transamerica Int'l Finance
Travelers Insurance Company
Twin Laboratories Inc.
U.S. Census Bureau
U.S. Merchant Marine Academy
UBS PaineWebber Inc.
Underwriters Laboratory
UNICEF
United Nations
United Parcel Service
Verizon
Viacom
Vytra Health Plans
Walt Disney Company
Woods Hole Oceanographic Inst.

For more information about Stony Brook University's College of Business, contact:

Office of Student Services

102 Harriman Hall

PHONE: (631) 632-7171

E-MAIL: oss@notes.cc.sunysb.edu

FAX: (631) 632-8181

WEB: www.stonybrook.edu/collegeofbusiness

Interim Dean:

Joseph W. McDonnell

Associate Dean:

Manuel London

Undergraduate Program Director:

Carl J. Allocca

Office of Student Services:

Michele Poole, Supervisor

www.stonybrook.edu/admissions

enroll@stonybrook.edu

(631) 632-6868

Stony Brook University/SUNY is an affirmative action, equal opportunity educator and employer. This publication is available in alternative format on request.