



Stony Brook
University

College of Business

Preparing to Lead

From its beginnings more than a half-century ago, Stony Brook University has been characterized by innovation, energy, and progress, transforming the lives of people who earn degrees, work, and make groundbreaking discoveries here.

Today Stony Brook is one of only 61 members of the prestigious, invitation-only Association of American Universities. Listed among the top 1 percent of the world's universities in the *Times Higher Education World University Rankings*, Stony Brook University is consistently named one of the best values among public universities by *Kiplinger's Personal Finance*.

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 ranked eighth among all public colleges and universities nationwide and 86th among all colleges and universities—a group of about 3,000 institutions.

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 will prepare you to excel in the business world. With a combination of theory, application, and relevant course work, you will develop the tools needed to become an effective innovator, decision-maker, and leader.

Qualified undergraduates can choose to major or minor in Business Management, a minor in Accounting, and our fast-track MBA combined-degree program. Most businesses today are global in nature, and our unique relationships with business schools overseas means that you will have opportunities to study abroad and learn about business in China, India, Korea, Africa, Europe, or the Middle East.

Stony Brook's expert faculty are first rate scholars and experienced entrepreneurs and executives, hailing from companies such as Citibank, AT&T, Boeing, IBM, Xerox, Hewlett Packard, Exxon, Deutsche Bank, and Merck.



The Business Management Major

The Business Management major, offered at Stony Brook since 1988, is designed for students who wish to enter the business arena with substantial knowledge and skills across the full spectrum of business disciplines. The major will prepare you for 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 human resource management.

Enrollment in the major has grown steadily since its inception, and it is now the third 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.

Students have the opportunity to concentrate in one of six specializations:

- ★ Accounting
- ★ Accounting: CPA Preparation
- ★ Finance
- ★ Marketing
- ★ Management and Operations
- ★ Sustainable Business

Students will also take classes in business statistics, decision sciences, and general management. Majors also have the opportunity to concentrate in sustainable business, an increasing important segment of business today. Business majors are also required to minor in a discipline outside of business.

Admission To The Major

Freshman and transfer applicants who have indicated an interest in the Business Management major on their application will be considered for direct admission into the major.

Successful freshman applicants will, in addition to our regular admission criteria, typically display evidence of achievement in mathematics and writing and will have performed particularly well on both the Math and Critical Reading sections of the SAT and/or ACT.

Successful transfer applicants will, in addition to our regular admission criteria, have a more competitive grade point average and will have successfully completed college calculus and microeconomics.

Continuing Stony Brook students who did not apply for the major, and those who did not qualify for direct admission into the major, may apply for admission to the major after completing both MAT 122 (or MAT 125 or higher) and ECO 108 with a grade of C or higher, and provided that their cumulative grade point average is 3.10 or higher (including any coursework completed at other institutions). Contact the College of Business Office of Student Services by March 15 for the following fall semester, or by October 15 for the following spring semester.

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, ability to handle 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, efficient goal-oriented, logical, detail-oriented, enjoys management, strong quantitative skills.	Management and Operations
Stock Broker, Financial Analyst, Currency Trader, Mutual Fund Administrator, Investment Banker, Commercial Banking, Portfolio Analyst, Corporate Finance, Financial Planning, Insurance, Money Management, Real Estate.	Strong quantitative, communication, and problem-solving skills.	Finance
Energy Systems Analyst, Energy Consultant, Sustainable Products Manager, Marketing/Advertising Manager - Sustainable Products, Sustainable Products Design & Development, Manufacturing Waste Reduction, Environmental Risk Auditor, Corporate Environmental Strategist, Operations, Sales, Finance, and other roles and functions in a "green" business.	Strong communication, quantitative, analytic, problem-solving, and people skills, goal-oriented, logical, creative.	Sustainable Business
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 multitask, client-oriented.	Accounting
Tax Preparation and Planning, Income Tax, Corporate Finance, Corporate Governance, Estate Planning, Financial Accounting, Financial Analysis, Financial Planning, Forensic Accounting, Venture Capital	Strong analytical and quantitative skills, organized and structured, ability to multitask, client-oriented.	Accounting: CPA Preparation

The Honors Program in Business Management

Incoming first-year Business Management majors who show exceptional talent will be invited to enroll in special reserved sections of BUS 115 and WRT 102. Students who excel in these two courses with an A– or better and who earn a cumulative GPA of 3.5 or better will be interviewed to determine their motivation for research. Those who pass successfully through this process will be invited to join the BHP. Student progress and performance will be monitored throughout the program.

- ★ Year 1:
Fall: BUS 115 Introduction to Business with WRT Collaboration (3 credits)
Spring: BUS 195 Business Honors Seminar I (1 credit)
- ★ Year 2:
Fall: BUS 295 Business Honors Seminar II (1 credit)
Spring: BUS 296 Business Honors Seminar III (1 credit)
- ★ Year 3:
Fall: BUS 447 Business Ethics/WRT 301 (3 credits each)
Spring: BUS 380 Research Methods (3 credits)
- ★ Year 4:
Fall: BUS 487 Independent Research (3 credits)
Fall and Spring: BUS 495 and BUS 496 (3 credits)

The Business Leadership Program in Business Management

Incoming first-year Business Management majors who show exceptional talent will be invited to enroll in special reserved sections of BUS 115 and WRT 102. Students who excel in these two courses with an A– or better and who earn a cumulative GPA of 3.3 or better will be interviewed to determine their motivation for leadership. Those who pass successfully through this process will be invited to join the Business Leadership Program. Student progress and performance will be monitored throughout the program. The Business Leadership Program is a combination of

the minor in leadership development requirements and the following course requirements.

- ★ Year 1:
Fall: BUS 115 Introduction to Business/WRT 102 (3 credits each)
Spring: BUS 195 Business Honors Seminar I (1 credit)
- ★ Year 2:
Fall: BUS 295 Business Honors Seminar II (1 credit)
Spring: BUS 296 Business Honors Seminar III (1 credit)
- ★ Year 3:
Fall: BUS 447 Business Ethics/WRT 301 (3 credits each)

Fast-Track MBA Combined Degree Program

The University offers an exciting combined degree program wherein you can earn an MBA, along with your choice of nearly any undergraduate major in about five and a half years. Our goal is to create leaders who have the knowledge, integrity, and originality to drive enterprise in the 21st century. By combining undergraduate non-business studies with an MBA, students can significantly jump start their careers.

Students begin the program in the summer after their sophomore or junior year, taking several MBA-level courses each summer. 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.

This program is for high-achieving Stony Brook students with at least a 3.2 GPA and is currently designed for non-business majors, although those in the business minor can apply. Students are not expected to come to the program with any previous business knowledge. Accepted students can use up to 15 of their undergraduate elective credits towards the 60 credit MBA Program.

International Learning Experiences

Business has become a global activity, and an international experience has become an essential component of your education. The College of Business attracts students from all over the world, so students get an international experience right in our classrooms. We also encourage students to study a foreign language and to take advantage of our study abroad programs in countries that include China, England, India, Korea, Russia, Italy, and Japan.

Business Management Minor

The Business Management minor is intended for students pursuing other majors who seek a foundation in business studies. The minor complements their chosen major by introducing them to principles and techniques used in business and management. Students may apply to the BUS minor any time during their academic career provided that their cumulative grade point average is a 3.10 or higher. Applications must be submitted to the College of Business Office of Student Services no later than March 15 for admission in the following Fall semester, and no later than October 15 for admission in the following Spring semester. Application forms are available at the College of Business Office of Student Services.

Accounting Minor

The Accounting minor provides students with a strong academic foundation in the field of accounting which will serve as a basis for further advanced study in accounting at the graduate level. It is anticipated that students who declare the accounting minor will continue their accounting education by enrolling in the MBA program in order to prepare themselves for the Uniform Certified Public Accountancy exam and a career in public accounting.

Leadership Development Minor

In addition to being well grounded academically, the next generation of leaders must have a solid understanding of effective leadership strategies to motivate and direct the work of others in a meaningful way. The goal of the minor is to allow Stony Brook students with an interest in leadership to better prepare for their chosen professions by incorporating multidisciplinary theory and competencies into their lives.

Employers Who Love Our Graduates

Allstate
 American Advertising Federation
 American Defense Systems, Inc. (ADSI)
 Arrow Electronics
 Arthur Andersen
 Astoria Federal Savings Bank
 AT&T
 BAE SYSTEMS
 Bank of America
 Bank of New York
 Barclays Capital
 Bloomberg
 Bristol-Myers Squibb Co.
 Broadridge Financial Solutions, Inc.
 CA Technologies
 Cablevision
 Canon USA, Inc.
 CBS Inc.
 CINTAS Corporation
 Cisco Systems Inc.
 Citi
 Citizens Bank
 CNN
 CON EDISON
 Corcoran Group
 Costco
 Credit Suisse
 Daily News, The
 David Lerner Associates, Inc.
 Enterprise Rent A Car
 Eppendorf North America
 Estee Lauder, Inc.
 Federal Aviation Administration

Federal Bureau of Prisons
 Federal Deposit Insurance Corporation
 First Investors Corporation
 Frito Lay Company
 GE - Aviation
 GEICO
 Goldman, Sachs & Co.
 Google
 Hertz Corporation
 HSBC Bank
 Internal Revenue Service (IRS)
 JP Morgan Chase & Co.
 Kaplan Test Preparatory
 Katz Media Group
 Liberty Mutual
 Lowe's Companies, Inc.
 Madison Square Garden
 Make-A-Wish Foundation
 MassMutual Financial Group
 Memorial Sloan-Kettering
 Metlife
 Microsoft Corporation
 Morgan Stanley
 Motorola
 Metropolitan Transportation Authority (MTA)
 MTV Networks
 National Credit Union Administration
 National Grid
 National Security Agency
 NBC Universal
 NYC Office of Management and Budget
 New York Life
 New York Times Company

News 12 Networks
 Newsday Inc.
 Northrop Grumman
 Obsidian Financial Group
 OpenLink Financial
 Pall Corporation
 Pitney Bowes
 Princeton Review
 Prudential
 Reuters America
 RiskVal Financial Solutions, LLC
 Sherwin Williams Company
 Sirius Satellite Radio
 SONY Music Entertainment
 Standard Microsystems Corp.
 State Farm Insurance
 Sunrise Medical Laboratories
 Target
 Teachers Federal Credit Union
 Telephonics Corporation
 TIAA-CREF
 Transportation Security Administration
 Travelers
 UBS Financial Services
 US Defense Contract Mgmt Agency (DCMA)
 United States Secret Service
 USA TODAY
 Verizon
 Walgreens
 Walt Disney Company
 Wells Fargo Financial
 Whole Foods Market
 Xerox

www.stonybrook.edu/admissions



Priority Application Deadline:
January 15

E-mail: enroll@stonybrook.edu
 Phone: (631) 632-6868



FOR MORE INFORMATION ABOUT
 THE COLLEGE OF BUSINESS

www.stonybrook.edu/business

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Fax: (631) 632-8181

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Associate Dean: *Thomas R. Sexton*

Undergraduate Program Director:

Carl J. Allocca

Office of Student Services: *Faith Caton*

Business Honors Program Director:

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