What is Maritime and Supply Chain Management?
The Maritime and Supply Chain Management (MSCM) major provides students with an integrated working knowledge of maritime operations and supply chain management to meet the needs of regional, national and international shipping, international and domestic transportation; and distribution industries. Supply chain Management SCM examines management and related technology systems for delivering, receiving, storing, handling, moving, securing, and delivering products from the producer to the consumer. SCM coordinates the movement and storage of raw materials, work-in-process inventory and finished goods from origin to destination. The diversity of industries that require supply chain management means you will be prepared for a career in retailing, finance, manufacturing, healthcare, and more.

What are some careers in Maritime and Supply Chain Management?
With a knowledge and passion for business can be a powerful force for change. By contributing their talents to projects working with academic professionals and industry leaders who share the vision of creating a better, more sustainable world through the positive power of business. The ODU's student chapter or SHRM is affiliated with the world's largest association devoted to the professional development of human resource leaders.

What does the Undergraduate Advising Office offer?
The mission of the Undergraduate Advising Office is to have student development and real world applications in helping students become mature, independent, critical thinking business people and civic leaders. By graduation, students should be prepared to be lifelong scholars, leaders and citizens. The advising office works with all students through the college including incoming first year freshmen, transfer science students, students changing their majors to areas of business, students experiencing academic difficulty, and seeking preparation for graduation. The Career Management Center staffs a satellite office in Constant Hall to provide services directly to business majors. The professional staff provides assistance in career exploration, resume and cover letter writing, networking and job search skills for part-time employment and for internship opportunities. Additionally, the center offers full services for advising in the postgraduate job search. Students are advised by appointment and on a walk-in basis. For more information, visit our nationally recognized website at www.advising.odu.edu.

What is Marketing?
Marketing is more than selling and selling. Marketing is a part of almost any transaction that occurs between people and organizations. Each part has objectives and goals it would like to realize. The marketing task is to facilitate the transaction so that desirable objectives are met. The principal characteristic of marketing is educating sellers to be ethical and successful in today’s and tomorrow’s global, globalizing environment.

What are some careers in Marketing?
The diversity of marketing opportunities is reflected in many types of marketing jobs, including:
- Product management and physical distribution opportunities that range from involvement in all aspects of a product marketing program to getting the product where it needs to go
- Advertising and promotion opportunities with the media, advertisers and agencies
- Sales opportunities ranging from insurance agencies to financial services
- Related opportunities in merchandise management and store operation
- Marketing research opportunities in consulting firms, advertising agencies, etc.
- Global marketing opportunities for large multi-national companies throughout the world.

What is Management?
Management in all business and human organizations is the act of getting together to accomplish desired goals and objectives. Management comprises planning, organizing, leading, influencing and controlling or organizing an organization’s efforts to accomplish these goals.

What are some careers in Management?
Any organization requires planning, organizing, leadership and control. Whenever a group of people is involved in goal achievement, management is needed. Basic roles managers, large scale and small product companies need managers, governments, and not-for-profit groups need managers, and small business needs managers. Management is a particularly good choice for people who have been in broad reviews and see themselves accomplishing things through participation with others.
The College of Business and Public Administration offers a Bachelor of Science in Business Administration with majors in the following disciplines:

- Accounting
- Decision Sciences
- Economics
- Finance
- Information Technology
- International Business
- Management
- Marketing
- Maritime and Supply Chain Management*

All students pursuing a Bachelor of Science in Business Administration (BSBA) are required to take the same general education requirements and the common body of knowledge courses for business. These courses include accounting, economics, business statistics, management, marketing, finance, business law, operations management and information systems. The goal of these courses is to provide all business students with a core knowledge of business.

In addition to these courses, students will select a major concentration and will take additional courses in that area of study. Students may also minor in any business area (except those marked with *) including a minor in public policy administration. A business minor consists of 12 -13 credit hours of upper level coursework in that area. See the appropriate catalog for details on the College of Business and Public Administration majors and minors.

The College also offers a Bachelor of Arts in Economics.

What is Accounting?
Accountants are the sleuths for business. They provide information on how the business is doing. Accountants record and report on the financial transactions that transpire in a business. Accountants help managers determine the direction to take their business by analyzing their company’s financial reports, sales, and other accounting information.

What is a career in Accounting?
Accounting careers are divided into private companies, public accounting, and governmental accounting. Private accountants only do accounting-related work for that one company. A public accountant is certified to audit public and private accounting and auditing for both businesses and individuals. A government accountant works for a local, state, or federal government providing auditing services for federal or state agencies or other entities.

What is Economics?
Economics is the study of how scarce resources are limited to produce wealth. How is the distribution of the wealth among various individuals determined? This very broad field covers topics ranging from the causes of inflation and unemployment to the behavior of individual households and businesses. Knowledge of economics helps households and businesses understand how economic decisions affect them. How can they get the most out of these decisions, decision making, planning, and investing. Decisions are influenced by the knowledge individual households and businesses have before making decisions. Knowledge of economics is particularly attractive to employers because of its multiple skills.

What is Finance?
Finance is the study of the circulation of money, the granting of credit, and the management of risk. Financial decision-makers include students, individuals, businesses, governments, and nonprofit organizations. They all have an interest in making informed decisions about the use of money.

What is a career in Finance?
Finance careers may involve consulting, corporate finance and investment banking, public accounting, and governmental accounting. Private accountants only do accounting-related work for one company. A public accountant is certified to audit public and private accounting and auditing for both businesses and individuals. A government accountant works for a local, state, or federal government providing auditing services for federal or state agencies or other entities.

What is Information Technology?
Information technology comprises computer systems that are used to collect and process information that is used to support decision making and control in organizations. Information technology is an essential enterprise resource and affects all aspects of the business. Information technology must be in place to support decisions and operations. Information technology is a strategic asset and must be managed as such. Information technology is a strategic asset and must be managed as such.

What is International Business?
International Business is the study of the management of firms that operate across borders. Exports include exporting and importing, and coordinating production at home and abroad.

What is Management?
Managers are decision-makers. They lead, communicate, organize, plan and control. Like all workers, managers have to learn the skills they need to succeed in their jobs. Accounting, economics, business statistics, finance, management and decision sciences are all related to management.

What is Marketing?
Marketing is the process of creating, communicating, and delivering value to customers with the goal of providing benefit to the customer and building relationships. Marketing is a core component of decision sciences.

What is Decision Sciences?
The decision sciences enable students to develop decision models and use computer technology to analyze data and support decision-making. The decision sciences include decision sciences, the science of making decisions, and the application of computing tools to enhance decision-making.

What is a career in Decision Sciences?
Decision sciences Careers include intelligence analysts, planners, operators, actuaries, and managers. Many industries require decision scientists to analyze data and make decisions.

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